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Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended June 30, 1989

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

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Source: Audit Bureau of Circulations,
FAS-FAX Report - June 30, 1989.

Audit Bureau
of Circulations

Magazines
United States & Canada

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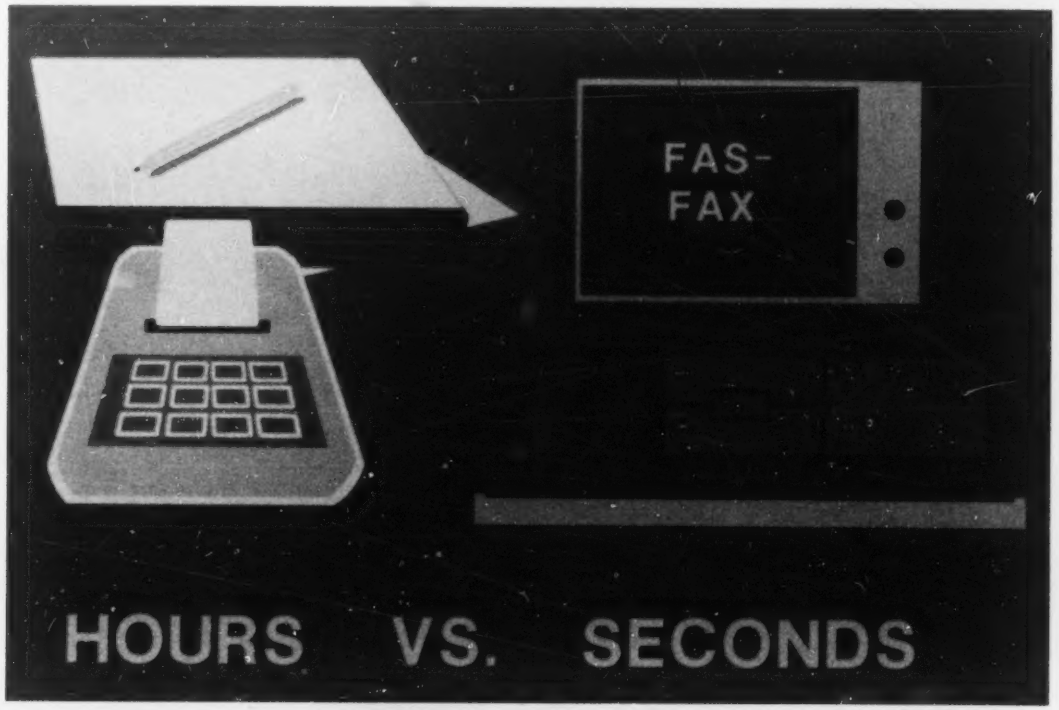

Audit Bureau
of Circulations

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AIR & SPACE/SMITHSONIAN	3	3.50	295,910	16,621	312,531	292,186	13,727	305,913	+1.3	+21.1	+2.2
AIR FORCE TIMES	26	1.75	79,893	11,319	91,212	80,957	10,686	91,643	-1.3	+5.9	-0.5
THE AOPA PILOT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ALABAMA LIVING	6		240,934		240,934	234,615		234,615	+2.7		+2.7
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	220,689	19,208	239,897	195,902	21,334	217,236	+12.7	-10.0	+10.4
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES	6	2.00	400,006	37,715	437,721	397,618	39,767	437,385	+0.6	-5.2	+0.1
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	46,760	9,024	55,784	49,260	8,932	58,192	-5.1	+1.0	-4.1
AMERICAN ARTIST	6	2.25	138,939	21,110	160,049	141,254	21,810	163,064	-1.6	-3.2	-1.8
AMERICAN DEMOGRAPHICS	6	5.00	33,208	1,520	34,728	27,700	67	27,767	+19.9	+2168.7	+25.1
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICAN HANDGUNNER	3	2.95	93,394	58,727	152,121	80,486	53,920	134,406	+16.0	+8.9	+13.2
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	1.95	974,678	73,397	1,048,075	882,882	69,078	951,960	+10.4	+6.3	+10.1
AMERICAN HERITAGE	4	4.50	269,153	7,948	277,101	230,653	7,587	238,240	+16.7	+4.8	+16.3
THE AMERICAN HUNTER	6	2.00	1,411,156		1,411,156	1,356,075		1,356,075	+4.1		+4.1
THE AMERICAN LAWYER	5	15.00	18,561	115	18,676	18,137	84	18,221	+2.3	+36.9	+2.5
THE AMERICAN LEGION AUXILIARY'S NATIONAL NEWS	3		821,696		821,696	785,289		785,289	+4.6		+4.6
THE AMERICAN LEGION MAGAZINE	6	2.00	2,873,927		2,873,927	2,728,543		2,728,543	+5.3		+5.3
AMERICAN MOTORCYCLIST	6	1.25	135,417		135,417	123,016		123,016	+10.1		+10.1
AMERICAN PHOTOGRAPHER	6	2.50	218,413	22,167	240,580	216,881	28,233	245,114	+0.7	-21.5	-1.8
THE AMERICAN RIFLEMAN	6	2.00	1,419,971		1,419,971	1,364,933		1,364,933	+4.0		+4.0
AMERICAN SCIENTIST	3	4.75	117,248	703	117,951	122,286	936	123,222	-4.1	-24.9	-4.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

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THE AMERICAN SPECTATOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMERICANA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AMIGAWORLD	6	3.95	48,774	44,923	93,697	[illegible],316	55,703	92,019	+34.3	-19.4	+1.8
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	6	2.00	136,885	28,145	165,030	147,356	27,878	175,234	-7.1	+1.0	-5.8
ARCHAEOLOGY MAGAZINE	3	3.95	108,679	14,727	123,406	103,720	11,686	115,406	+4.8	+26.0	+6.9
ARCHIE COMIC GROUP	6			1,154,080	1,154,080		1,039,684	1,039,684		+11.0	+11.0
ARCHITECTURAL DIGEST	6	4.50	521,582	114,949	636,531	554,447	111,010	665,457	-5.9	+3.5	-4.3
ARKANSAS TIMES MAGAZINE	6	1.95	28,434	2,642	31,076	28,866	3,329	32,195	-1.5	-20.6	-3.5
ARMY TIMES	26	1.75	109,988	19,092	129,080	110,138	16,421	126,559	-0.1	+16.3	+2.0
ARMY TIMES, AIR FORCE TIMES, NAVY TIMES COMBINED STATEMENT	26	1.75	271,129	40,341	311,470	269,044	36,069	305,113	+0.8	+11.8	+2.1
ART & ANTIQUES	6	4.75	107,990	4,358	112,348	100,826	7,218	108,044	+7.1	-39.6	+4.0
ART IN AMERICA	6	4.75	52,987	10,174	63,161	50,624	11,027	61,651	+4.7	-7.7	+2.4
THE ARTIST'S MAGAZINE	6	2.25	203,947	25,658	229,605	175,061	25,952	201,013	+16.5	-1.1	+14.2
ARTNEWS	5	4.50	66,158	9,940	76,098	62,196	9,967	72,163	+6.4	-0.3	+5.5
ASTRONOMY	6	2.50	116,832	48,922	165,754	120,088	44,879	164,967	-2.7	+9.0	+0.5
ATLANTA MAGAZINE	6	1.95	56,895	8,339	65,234	56,329	7,723	64,052	+1.0	+8.0	+1.8
THE ATLANTIC	6	2.50	422,307	47,113	469,420	429,966	48,537	478,503	-1.8	-2.9	-1.9
AUDIO	6	2.75	111,684	32,733	144,417	103,520	37,600	141,120	+7.9	-12.9	+2.3
AUDUBON	3	4.00	425,542	8,690	434,232	426,062	7,359	433,421	-0.1	+18.1	+0.2
AUTOMOBILE MAGAZINE	6	2.75	243,135	88,868	332,003	197,821	92,285	290,106	+22.9	-3.7	+14.4
AUTOWEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BACKPACKER	4	2.95	133,380	43,251	176,631	123,778	36,411	160,189	+7.8	+18.8	+10.3
BALTIMORE MAGAZINE	6	1.95	46,223	9,740	55,963	46,580	7,253	53,833	-0.8	+34.3	+4.0
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	2.00	131,563	116,193	247,756	142,627	123,809	266,436	-7.8	-6.2	-7.0

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PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
BASEBALL DIGEST	6	2.25	270,552	23,453	294,005	251,393	25,670	277,063	+7.6	-8.6	+6.1
BASSIN'	5	1.95	177,557	42,654	220,211	226,765	23,235	250,000	-21.7	+83.6	-11.9
BASSMASTER MAGAZINE	6	2.95	517,322	12,447	529,769	505,476	17,621	523,097	+2.3	-29.4	+1.3
BEAUTY DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
BETTER HOMES AND GARDENS	6	1.50	7,446,343	580,667	8,027,010	7,551,811	600,667	8,152,478	-1.4	-3.3	-1.5
BETTER INVESTING	6	2.00	101,939		101,939						
BMX PLUS!	6	2.95	28,967	34,322	63,289	31,902	55,102	87,004	-9.2	-37.7	-27.3
BICYCLING	5	2.95	226,657	94,573	321,230	204,205	99,996	304,201	+11.0	-5.4	+5.6
BIRD TALK	6	2.50	131,833	26,307	158,140	116,005	27,937	143,942	+13.6	-5.8	+9.9
BLACK ENTERPRISE	6	1.95	219,215	14,270	233,485	221,448	13,328	234,776	-1.0	+7.1	-0.5
THE BLOOD-HORSE	25	2.50	19,989	701	20,690	20,646	743	21,389	-3.2	-5.7	-3.3
BOATING	6	3.50	147,554	47,083	194,637	150,516	46,717	197,233	-2.0	+0.8	-1.3
BON APPETIT	6	2.50	1,248,884	100,512	1,349,396	1,220,289	87,776	1,308,065	+2.3	+14.5	+3.2
BOP	6	2.25	24,051	157,306	181,357	21,371	169,120	190,491	+12.5	-7.0	-4.8
BOSTON MAGAZINE	6	2.50	100,907	26,377	127,284	98,597	26,192	124,789	+2.3	+0.7	+2.0
BOWLING DIGEST	3	2.50	117,434	5,601	123,035	87,589	7,414	95,003	+34.1	-24.5	+29.5
BOYS' LIFE	6	1.50	1,439,494		1,439,494	1,464,108		1,464,108	-1.7		-1.7
BRIDES	3	4.00	39,011	440,324	479,335	44,974	413,795	458,769	-13.3	+6.4	+4.5
BUENHOGAR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
BUSINESS FORMS, LABELS & SYSTEMS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
BUSINESS WEEK (INTERNATIONAL)	25	1.75	87,392	14,191	101,583	81,555	14,197	95,752	+7.2	+0.0	+6.1
BUSINESS WEEK (NORTH AMERICA)	25	2.00	861,351	39,638	900,989	852,761	39,407	892,168	+1.0	+0.6	+1.0
BUSINESS WEEK (WORLD WIDE)	25		948,743	53,829	1,002,572	934,316	53,604	987,920	+1.5	+0.4	+1.5
BUTTERICK HOME CATALOG	2	2.00	147,645	77,770	225,415	127,949	75,839	203,788	+15.4	+2.5	+10.6
BYTE MAGAZINE	6	3.50	320,099	130,045	450,144	304,473	124,650	429,123	+5.1	+4.3	+4.9

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PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
CABLE PLUS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
CALIFORNIA CITY GROUP	6		372,784	66,177	438,961	364,572	62,475	427,047	+2.3	+5.9	+2.8
CALIFORNIA JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
CALIFORNIA MAGAZINE	6	2.00	348,009	12,527	360,536	345,661	10,777	356,438	+0.7	+16.2	+1.1
CAPE COD LIFE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
CAPITAL	6	1.95	35,869	1,524	37,393	33,468	1,037	34,505	+7.2	+47.0	+8.4
CAPPER'S	13	.80	382,920		382,920	397,294		397,294	-3.6		-3.6
CAR AND DRIVER	6	2.95	714,707	213,250	927,957	715,908	218,900	934,808	-0.2	-2.6	-0.7
CAR CRAFT	6	2.25	249,423	190,088	439,511	221,386	180,372	401,758	+12.7	+5.4	+9.4
CAROLINA COUNTRY	6		350,186		350,186	339,805		339,805	+3.1		+3.1
CARS & PARTS	6	2.50	70,059	32,948	103,007	72,391	35,845	108,236	-3.2	-8.1	-4.8
CAT FANCY	6	2.50	238,085	32,576	270,661	230,091	33,103	263,194	+3.5	-1.6	+2.8
CATHOLIC DIGEST	6	1.50	552,743	43,470	596,213	555,484	43,860	599,344	-0.5	-0.9	-0.5
CATS MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.50	1,031,720	33,312	1,065,032	1,160,646	31,517	1,192,163	-11.1	+5.7	-10.7
CHERI	6	4.50		158,414	158,414		180,133	180,133		-12.1	-12.1
CHICAGO	6	1.95	173,217	27,100	200,317	179,911	24,169	204,080	-3.7	+12.1	-1.8
THE CHRONICLE OF HIGHER EDUCATION	26	2.00	83,610		83,610	81,383		81,383	+2.7		+2.7
THE CHRONICLE OF THE HORSE	26	1.25	22,642	301	22,943	21,641	293	21,934	+4.6	+2.7	+4.6
CIRCUS MAGAZINE	6	2.95	44,743	262,349	307,092	32,678	218,599	251,277	+36.9	+20.0	+22.2
CLEVELAND MAGAZINE	6	1.95	32,875	7,545	40,420	32,764	7,066	39,830	+0.3	+6.8	+1.5
COLONIAL HOMES	3		397,081	204,333	601,414	409,657	191,067	600,724	-3.1	+6.9	+0.1
COLORADO HOMES & LIFESTYLES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
COLUMBIA JOURNALISM REVIEW	3	3.00	25,454	2,376	27,830	27,277	2,323	29,600	-6.7	+2.3	-6.0

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PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
COLUMBUS MONTHLY	6	1.95	29,698	4,886	34,584	29,535	4,587	34,122	+0.6	+6.5	+1.4
COMMERCE MAGAZINE	6	3.00	7,822	57	7,879	7,776	40	7,816	+0.6	+42.5	+0.8
CD REVIEW	6	2.95	69,344	31,000	100,344	56,552	30,532	87,084	+22.6	+1.5	+15.2
COMPUTE!			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COMPUTE!'S GAZETTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COMPUTER LANGUAGE	6	3.50	45,814	12,803	58,617	40,908	12,633	53,541	+12.0	+1.3	+9.5
COMPUTER SHOPPER	6	2.95	117,967	164,643	282,610	102,484	134,051	236,535	+15.1	+22.8	+19.5
THE CONDE NAST LTD.	6		3,048,620	1,658,131	4,706,751	3,285,290	1,512,697	4,797,987	-7.2	+9.6	-1.9
THE CONDE NAST PACKAGE OF WOMEN			2,276,077	4,102,069	6,378,146	2,009,848	4,147,994	6,157,842	+13.2	-1.1	+3.6
CONDE NAST TRAVELER	6	2.50	670,845	28,438	699,283	846,210	36,260	882,470	-20.7	-21.6	-20.8
CONNECTICUT MAGAZINE	6	2.50	83,326	6,710	90,036	85,502	6,124	91,626	-2.5	+9.6	-1.7
CONNOISSEUR	6	3.00	313,976	18,783	332,759	296,585	23,643	320,228	+5.9	-20.6	+3.9
CONSUMERS DIGEST	3	2.25	783,401	61,258	844,659	709,588	52,684	762,272	+10.4	+16.3	+10.8
COOK'S	5	3.00	151,009	47,350	198,359	178,185	55,162	233,347	-15.3	-14.2	-15.0
COOKING LIGHT	3	2.25	617,476	94,305	711,781	489,741	75,168	564,909	+26.1	+25.5	+26.0
COSMOPOLITAN	6	2.50	434,464	2,344,033	2,778,497	410,635	2,603,124	3,013,759	+5.8	-10.0	-7.8
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY HOME	3	2.95	686,571	285,000	971,571	664,979	248,667	913,646	+3.2	+14.6	+6.3
COUNTRY JOURNAL	4	2.95	320,843	18,762	339,605	316,223	21,436	337,659	+1.5	-12.5	+0.6
COUNTRY LIVING	6	1.95	1,155,308	669,883	1,825,191	1,094,506	612,426	1,706,932	+5.6	+9.4	+6.9
COUNTRY LIVING (OHIO)	6		212,124		212,124	206,185		206,185	+2.9		+2.9
COUNTRY MUSIC	3	2.50	430,025	6,979	437,004	417,203	8,794	425,997	+3.1	-20.6	+2.6
CRAFTS	6	2.25	248,478	126,762	375,240	259,177	127,470	386,647	-4.1	-0.6	-3.0
CRAFTS 'N THINGS	3	1.95	259,545	87,132	346,677	248,121	82,401	330,522	+4.6	+5.7	+4.9
CREATIVE CLASSROOM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

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CREATIVE IDEAS FOR LIVING	3	2.00	679,216	24,816	704,032	737,128	23,058	760,186	-7.9	+7.6	-7.4
CRUISE TRAVEL	3	2.50	151,594	6,903	158,497	131,835	8,282	140,117	+15.0	-16.7	+13.1
CRUISING WORLD	6	2.50	103,456	30,569	134,025	99,369	30,833	130,202	+4.1	-0.9	+2.9
CYCLE	6	2.00	260,283	70,050	330,333	262,596	80,383	342,979	-0.9	-12.9	-3.7
CYCLE WORLD	6	2.00	169,013	71,000	240,013	198,161	82,267	280,428	-14.7	-13.7	-14.4
CYCLIST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	91,739	12,210	103,949	99,406	13,783	113,189	-7.7	-11.4	-8.2
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.95	35,955	9,657	45,612	33,865	9,273	43,138	+6.2	+4.1	+5.7
DAYTIME TV	6	2.00		102,010	102,010		126,291	126,291		-19.2	-19.2
DAYTIME TV PRESENTS	2	2.50		79,704	79,704		98,115	98,115		-18.8	-18.8
DECORATING REMODELING	3	1.95	219,921	330,165	550,086	169,246	339,271	508,517	+29.9	-2.7	+8.2
DELAWARE TODAY	6	2.50	21,756	3,381	25,137	19,286	3,680	22,966	+12.8	-8.1	+9.5
DELL PUZZLE MAGAZINE GROUP	6		148,569	2,054,858	2,203,427						
DENVER MAGAZINE	6	2.00	11,073	1,713	12,786	12,274	2,089	14,363	-9.8	-18.0	-11.0
DETROIT MONTHLY	6	1.95	95,952	6,683	102,635	91,931	8,564	100,495	+4.4	-22.0	+2.1
DIRT BIKE	6	2.50	39,616	80,663	120,279	41,853	88,181	130,034	-5.3	-8.5	-7.5
DIRT RIDER	6	2.25	106,379	44,976	151,355	95,386	48,744	144,130	+11.5	-7.7	+5.0
DIRT WHEELS	6	2.75	22,980	47,026	70,006	27,214	54,233	81,447	-15.6	-13.3	-14.0
DISCOVER	6	2.95	845,327	181,762	1,027,089	824,238	182,283	1,006,521	+2.6	-0.3	+2.0
DISCOVERY	2	1.00	1,596,646		1,596,646	1,597,189		1,597,189	+0.0		+0.0
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	54,417	17,732	72,149	44,341	18,161	62,502	+22.7	-2.4	+15.4
DOG FANCY	6	2.50	144,009	25,188	169,197	128,487	22,980	151,467	+12.1	+9.6	+11.7
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DUNE BUGGIES AND HOT VWS	6	2.75	35,269	72,193	107,462	35,604	74,764	110,368	-0.9	-3.4	-2.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
EARLY AMERICAN LIFE	3	2.95	239,057	32,012	271,069	276,110	42,078	318,188	-13.4	-23.9	-14.8
EASYRIDERS	6	2.95	114,463	223,789	338,252	77,445	242,754	320,199	+47.8	-7.8	+5.6
EBONY	6	2.00	1,544,082	274,960	1,819,042	1,521,997	223,169	1,745,166	+1.5	+23.2	+4.2
THE ECONOMIST (NORTH AMERICAN EDITION)	25	3.00	148,457	12,709	161,166	130,757	11,887	142,644	+13.5	+6.9	+13.0
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE ELKS MAGAZINE	5	.50	1,501,587		1,501,587	1,523,658		1,523,658	-1.4		-1.4
ELLE	6	2.75	303,873	523,083	826,956	292,825	534,459	827,284	+3.8	-2.1	+0.0
ENDLESS VACATION	3	3.95	662,835	2,983	665,818	578,512	343	578,855	+14.6	+769.7	+15.0
ENTREPRENEUR MAGAZINE	6	2.95	210,889	96,937	307,826	160,164	80,191	240,355	+31.7	+20.9	+28.1
EQUUS	6	3.00	102,905	7,886	110,791	102,501	8,064	110,565	+0.4	-2.2	+0.2
ESQUIRE	6	2.50	622,172	123,333	745,505	600,243	141,866	742,109	+3.7	-13.1	+0.5
ESSENCE	6	1.75	643,391	206,725	850,116	648,950	201,579	850,529	-0.9	+2.6	+0.0
EUROPE MAGAZINE	5	1.95	11,467	537	12,004	8,925	626	9,551	+28.5	-14.2	+25.7
EUROPEAN TRAVEL & LIFE	5	2.50	279,223	44,783	324,006	239,297	48,422	287,719	+16.7	-7.5	+12.6
FAMILY CIRCLE	9	1.09	1,514,648	3,697,907	5,212,555	1,694,867	4,205,927	5,900,794	-10.6	-12.1	-11.7
THE FAMILY HANDYMAN	6	1.95	1,422,494	48,601	1,471,095	1,188,352	44,926	1,233,278	+19.7	+8.2	+19.3
FEDERAL TIMES	26	1.25	33,174	1,222	34,396	32,196	1,240	33,436	+3.0	-1.5	+2.9
FIELD & STREAM	6	1.95	1,932,515	88,109	2,020,624	1,932,226	108,648	2,040,874	+0.0	-18.9	-1.0
FINANCIAL WORLD	13	3.00	396,170	4,076	400,246	275,671	4,405	280,076	+43.7	-7.5	+42.9
FINE HOMEBUILDING	4	4.50	183,943	49,772	233,715	178,689	47,673	226,362	+2.9	+4.4	+3.2
FINE TUNING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINS AND FEATHERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIREHOUSE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FISHING AND HUNTING NEWS	25	1.50	130,335	7,877	138,212	137,390	8,465	145,855	-5.1	-6.9	-5.2
FISHING FACTS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
FISHING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA HOME & GARDEN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	70,083	33,716	103,799	67,562	33,743	101,305	+3.7	-0.1	+2.5
FLOWER & GARDEN MAGAZINE	3	2.00	593,776	16,000	609,776	615,683	13,167	628,850	-3.6	+21.5	-3.0
FLY FISHERMAN	3	3.50	110,260	29,027	139,287	114,475	29,651	144,126	-3.7	-2.1	-3.4
FLYING	6	2.75	254,109	66,483	320,592	252,394	70,050	322,444	+0.7	-5.1	-0.6
FLYING MODELS	6	2.50	10,898	14,996	25,894	10,895	11,775	22,670	+0.0	+27.4	+14.2
FOOD & WINE	6	2.50	783,217	40,546	823,763	729,232	35,638	764,870	+7.4	+13.8	+7.7
FOOTBALL DIGEST	5	2.25	166,890	7,442	174,332	167,482	8,841	176,323	-0.4	-15.8	-1.1
FORBES	13	3.75	706,731	33,125	739,856	706,521	32,579	739,100	+0.0	+1.7	+0.1
FOREIGN AFFAIRS	3	6.95	88,907	15,354	104,261	84,021	13,436	97,457	+5.8	+14.3	+7.0
FORTUNE (INTERNATIONAL)	13		100,081	10,775	110,856	101,410	9,678	111,088	-1.3	+11.3	-0.2
FORTUNE (NORTH AMERICA)	13	3.50	634,054	38,080	672,134	622,198	34,358	656,556	+1.9	+10.8	+2.4
FORTUNE (WORLDWIDE)	13		734,135	48,855	782,990	723,608	44,036	767,644	+1.5	+10.9	+2.0
FOUR WHEELER	6	2.95	181,976	130,014	311,990	167,734	140,559	308,293	+8.5	-7.5	+1.2
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES	6	12.00	338,486		338,486	347,457		347,457	-2.6		-2.6
FULL CRY	6	1.50	31,525	234	31,759	33,808	280	34,088	-6.8	-16.4	-6.8
FUR-FISH-GAME			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GALLERY MAGAZINE	6	3.95	33,344	329,519	362,863	33,084	354,512	387,596	+0.8	-7.0	-6.4
GAME & FISH MAGAZINE	6	1.95	250,540	138,263	388,803	261,043	140,303	401,346	-4.0	-1.5	-3.1
GAMES	3	2.00	596,975	78,383	675,358	608,006	95,856	703,862	-1.8	-18.2	-4.0
'GBH/THE MEMBERS' MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GQ-GENTLEMEN'S QUARTERLY	6	3.00	298,219	389,407	687,626	311,031	357,033	668,064	-4.1	+9.1	+2.9
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
GLAMOUR	6	1.95	816,825	1,505,117	2,321,942	662,445	1,467,703	2,130,148	+23.3	+2.5	+9.0
GLOBE	26	.75	53,875	1,349,069	1,402,944	55,018	1,461,805	1,516,823	-2.1	-7.7	-7.5
GOLF DIGEST	6	2.50	1,200,421	143,115	1,343,536	1,191,424	138,647	1,330,071	+0.8	+3.2	+1.0
GOLF ILLUSTRATED	5	1.95	382,201	36,741	418,942	303,948	31,248	335,196	+25.7	+17.6	+25.0
GOLF MAGAZINE	6	2.50	902,361	125,199	1,027,560	817,793	121,913	939,706	+10.3	+2.7	+9.3
GOLF WORLD MAGAZINE	24	1.50	118,843		118,843	107,225		107,225	+10.8		+10.8
GOOD HOUSEKEEPING	6	1.95	3,676,674	1,438,100	5,114,774	3,550,357	1,477,508	5,027,865	+3.6	-2.7	+1.7
GOURMET	6	2.50	690,226	94,333	784,559	715,254	90,837	806,091	-3.5	+3.8	-2.7
GRAND RAPIDS MAGAZINE	6	2.00	5,133	1,157	6,290	4,798	1,220	6,018	+7.0	-5.2	+4.5
GREAT LAKES FISHERMAN	6	2.95	22,997	6,493	29,490	21,889	6,693	28,582	+5.1	-3.0	+3.2
GRIT	26	.75	526,478	34,237	560,715	525,333	44,941	570,274	+0.2	-23.8	-1.7
GUIDEPOSTS	6	.95	4,239,396		4,239,396	4,371,861		4,371,861	-3.0		-3.0
GUITAR FOR THE PRACTICING MUSICIAN	6	3.95	52,333	110,237	162,570	45,562	94,680	140,242	+14.9	+16.4	+15.9
GUN DOG	3	3.50	55,240	284	55,524	57,924	241	58,165	-4.6	+17.8	-4.5
GUNS & AMMO	6	2.50	419,688	176,299	595,987	400,751	160,804	561,555	+4.7	+9.6	+6.1
GUNS MAGAZINE	6	2.25	117,671	51,420	169,091	81,496	39,804	121,300	+44.4	+29.2	+39.4
HADASSAH MAGAZINE	5	2.50	319,487		319,487	319,449		319,449	+0.0		+0.0
HARPER'S BAZAAR	6	2.50	386,133	323,917	710,050	379,118	354,584	733,702	+1.9	-8.6	-3.2
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HARPER'S MAGAZINE	6	2.00	152,990	33,391	186,381	147,658	33,545	181,203	+3.6	-0.5	+2.9
HARROWSMITH-(U.S. EDITION)	6	2.95	194,239	15,154	209,393	198,817	6,929	205,746	-2.3	+118.7	+1.8
HARVARD BUSINESS REVIEW	3	9.25	199,273	5,484	204,757	197,629	6,404	204,033	+0.8	-14.4	+0.4
HEALTH	6	2.25	996,759	8,694	1,005,453	1,014,268	6,013	1,020,281	-1.7	+44.6	-1.5
THE HEARST GOLD BUY			2,816,176	1,033,315	3,849,491	2,740,494	1,067,376	3,807,870	+2.8	-3.2	+1.1
HEARST HOME BUY			2,206,375	1,122,232	3,328,607	2,121,712	1,035,998	3,157,710	+4.0	+8.3	+5.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
HEARST MAN POWER	6		2,465,314	492,916	2,958,230	2,413,403	459,797	2,873,200	+2.2	+7.2	+3.0
HEARST WOMAN POWER	6		8,765,182	5,569,783	14,334,965	8,606,399	5,883,423	14,489,822	+1.8	-5.3	-1.1
HIGH FIDELITY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HIGH SOCIETY	6	4.50		211,505	211,505		227,555	227,555		-7.1	-7.1
HIGH TECHNOLOGY BUSINESS	6	5.00	110,504	3,644	114,148	152,619	7,919	160,538	-27.6	-54.0	-28.9
HIPPOCRATES, THE MAGAZINE OF HEALTH & MEDICINE	3	3.00	345,255	14,310	359,565	317,209	16,636	333,845	+8.8	-14.0	+7.7
HISTORIC PRESERVATION	3	2.50	212,768	5,193	217,961	198,168	2,304	200,472	+7.4	+125.4	+8.7
HIT PARADER	6	2.75		181,704	181,704		159,581	159,581		+13.9	+13.9
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME	6	1.95	804,828	137,951	942,779	768,801	149,375	918,176	+4.7	-7.6	+2.7
HOME & AWAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME MECHANIX	6	1.75	1,153,329	67,821	1,221,150	1,146,525	74,681	1,221,206	+0.6	-9.2	+0.0
HOME OFFICE COMPUTING	6	2.95	349,689	38,817	388,506	398,520	48,138	446,658	-12.3	-19.4	-13.0
HOMEOWNER	5	1.95	739,682	22,663	762,345	699,485	19,820	719,305	+5.7	+14.3	+6.0
HONOLULU	6	2.00	30,191	2,579	32,770	32,533	2,586	35,119	-7.2	-0.3	-6.7
HORSE & RIDER	6	2.25	82,064	20,139	102,203	62,784	19,469	82,253	+30.7	+3.4	+24.3
HORSE ILLUSTRATED	6	2.25	87,729	21,312	109,041	74.989	21,104	96,093	+17.0	+1.0	+13.5
HORSEMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HORSEPLAY	6	2.95	35,517	3,052	38,569	35,800	2,866	38,666	-0.8	+6.5	-0.3
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOT ROD	6	2.75	600,588	297,204	897,792	615,357	275,853	891,210	-2.4	+7.7	+0.7
HOUNDS & HUNTING	6	1.75	9,192	9	9,201	9,570	9	9,579	-3.9	+0.0	-3.9
HG-HOUSE & GARDEN	6	4.00	501,059	87,973	589,032	538,697	76,225	614,922	-7.0	+15.4	-4.2
HOUSE BEAUTIFUL	6	1.95	653,986	248,016	902,002	617,549	232,505	850,054	+5.9	+6.7	+6.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
HOUSTON METROPOLITAN MAGAZINE	6	1.95	78,822	6,431	85,253	80,299	7,204	87,503	-1.8	-10.7	-2.6
HUDSON VALLEY	6	1.95	18,471	3,309	21,780	17,619	3,321	20,940	+4.8	-0.4	+4.0
IDEAS PARA SU HOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ILLINOIS RURAL ELECTRIC NEWS	6		134,962		134,962	139,363		139,363	-3.2		-3.2
IN FASHION	6	1.95	77,885	143,501	221,386	35,948	165,341	201,289	+116.7	-13.2	+10.0
THE IN-FISHERMAN	4	2.95	164,438	135,672	300,110	148,113	160,215	308,328	+11.0	-15.3	-2.7
INCIDER	6	3.95	121,269	22,621	143,890	94,369	29,225	123,594	+28.5	-22.6	+16.4
INC.	6	3.00	591,960	40,030	631,990	602,348	35,934	638,282	-1.7	+11.4	-1.0
INDIANAPOLIS MONTHLY	6	1.95	36,200	7,419	43,619	37,059	6,146	43,205	-2.3	+20.7	+1.0
INSIDE SPORTS	6	2.50	385,589	189,736	575,325	312,014	212,217	524,231	+23.6	-10.6	+9.7
INSTRUCTOR MAGAZINE	5	3.00	286,193	40	286,233	264,638	14	264,652	+8.1	+185.7	+8.2
INTERNATIONAL COMBAT ARMS	3	2.95	32,780	89,994	122,774	33,144	93,812	126,956	-1.1	-4.1	-3.3
INTERVIEW	6	2.50	77,149	57,174	134,323	97,269	62,202	159,471	-20.7	-8.1	-15.8
IRELAND OF THE WELCOMES			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
ISLANDS	3	3.95	120,527	25,897	146,424	98,658	25,548	124,206	+22.2	+1.4	+17.9
ISSUES IN SCIENCE AND TECHNOLOGY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JET	25	1.25	721,053	170,953	892,006	708,294	141,192	849,486	+1.8	+21.1	+5.0
JUNIOR LEAGUE REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
JUNIOR SCHOLASTIC			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KCET MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KENTUCKY LIVING	6	2.00	341,836		341,836	332,551		332,551	+2.8		+2.8
KID CITY MAGAZINE	5		309,358		309,358	266,042		266,042	+16.3		+16.3
THE KIWANIS MAGAZINE	5	.75	281,378		281,378	278,726		278,726	+1.0		+1.0
LADIES' HOME JOURNAL	6	1.75	4,110,612	1,007,100	5,117,712	4,094,670	919,091	5,013,761	+0.4	+9.6	+2.1
LADY'S CIRCLE	3	1.95	12,970	37,703	50,673	10,994	40,970	51,964	+18.0	-8.0	-2.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
LAKELAND BOATING	6	2.50	34,858	5,850	40,708	30,294	5,839	36,133	+15.1	+0.2	+12.7
LEAR'S	5	3.00	296,121	73,778	369,899	158,107	96,231	254,338	+87.3	-23.3	+45.4
LEARNING 89	5		296,253		296,253	270,788		270,788	+9.4		+9.4
LIFE	7	2.95	1,166,212	570,585	1,736,797	1,199,457	666,586	1,866,043	-2.8	-14.4	-6.9
LOS ANGELES MAGAZINE	6	2.50	122,284	49,916	172,200	127,802	44,817	172,619	-4.3	+11.4	-0.2
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISVILLE MAGAZINE	6	1.95	25,123	2,255	27,378	25,080	1,623	26,703	+0.2	+38.9	+2.5
M, THE CIVILIZED MAN	6	3.00	124,431	41,985	166,416	96,968	48,200	145,168	+28.3	-12.9	+14.6
MCCALL'S	6	1.69	4,589,316	561,498	5,150,814	4,530,043	616,511	5,146,554	+1.3	-8.9	+0.1
MCCALL'S NEEDLEWORK & CRAFTS	3	2.95	441,141	61,289	502,430	377,832	79,026	456,858	+16.8	-22.4	+10.0
MACFADDEN WOMEN'S GROUP	6	1.69	1,091,261	709,677	1,800,938	1,161,309	794,498	1,955,807	-6.0	-10.7	-7.9
MADEMOISELLE	6	1.95	391,896	749,375	1,141,271	326,367	794,969	1,121,336	+20.1	-5.7	+1.8
THE MAGAZINE ANTIQUES	6	5.00	57,467	5,289	62,756	56,741	5,501	62,242	+1.3	-3.9	+0.8
MANHATTAN, INC.	6	3.00	101,721	8,327	110,048	60,372	27,965	88,337	+68.5	-70.2	+24.6
MARVEL COMICS GROUP	6		162,047	5,577,517	5,739,564	208,103	5,397,033	5,605,136	-22.1	+3.3	+2.4
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	19,845	2,320	22,165	20,427	2,820	23,247	-2.8	-17.7	-4.7
MEN'S FITNESS	6	2.95	51,364	150,825	202,189	29,025	114,136	143,161	+77.0	+32.1	+41.2
METROPOLITAN HOME	6	2.95	622,969	89,606	712,575	622,035	87,285	709,320	+0.2	+2.7	+0.5
MICHIGAN COUNTRY LINES	3		157,027		157,027	152,490		152,490	+3.0		+3.0
MICHIGAN LIVING	6	1.00	1,028,746		1,028,746	1,013,880		1,013,880	+1.5		+1.5
MICRO CORNUCOPIA	3	3.95	9,674	9,673	19,347	9,870	10,081	19,951	-2.0	-4.0	-3.0
MID-ATLANTIC COUNTRY	6	1.95	111,977	4,295	116,272	112,769	5,835	118,604	-0.7	-26.4	-2.0
MIDWEST LIVING	3	2.50	464,472	68,333	532,805	384,933	60,449	445,382	+20.7	+13.0	+19.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
MIDWEST OUTDOORS	6	1.25	19,245	24,569	43,814	18,949	23,862	42,811	+1.6	+3.0	+2.3
MILWAUKEE MAGAZINE	6	1.95	33,240	6,390	39,630	36,711	7,119	43,830	-9.5	-10.2	-9.6
MPLS. ST. PAUL MAGAZINE	6	1.95	43,698	14,543	58,241	36,129	13,052	49,181	+20.9	+11.4	+18.4
MINNESOTA MONTHLY	6	1.95	62,247	1,102	63,349	53,438	839	54,277	+16.5	+31.3	+16.7
MODEL RAILROADER	6	2.95	129,825	70,699	200,524	125,256	71,274	196,530	+3.6	-0.8	+2.0
MODERN BRIDE	3	4.00	25,963	370,132	396,095	33,236	356,273	389,509	-21.9	+3.9	+1.7
MODERN MATURITY	3		20,314,462		20,314,462	17,924,783		17,924,783	+13.3		+13.3
MODERN PHOTOGRAPHY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
MONEY	6	2.95	1,535,605	280,693	1,816,298	1,490,730	320,236	1,810,966	+3.0	-12.3	+0.3
MOTHER EARTH NEWS	3	3.00	596,101	115,865	711,966	647,784	128,541	776,325	-8.0	-9.9	-8.3
MOTHER JONES	5	2.50	181,718	18,606	200,324	142,260	18,135	160,395	+27.7	+2.6	+24.9
MOTOCROSS ACTION MAGAZINE	6	2.50	23,339	63,124	86,463	24,596	62,933	87,529	-5.1	+0.3	-1.2
MOTOR BOATING & SAILING	6	2.50	109,700	31,050	140,750	108,207	31,828	140,035	+1.4	-2.4	+0.5
MOTOR TREND	6	2.75	564,713	201,919	766,632	573,772	209,974	783,746	-1.6	-3.8	-2.2
MOTORCYCLIST	6	2.25	127,981	87,612	215,593	127,164	95,585	222,749	+0.6	-8.3	-3.2
MOTORHOME	6	2.50	133,921	13,677	147,598	123,110	13,484	136,594	+8.8	+1.4	+8.1
MOTORLAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
MOUNTAIN BIKE	3	2.50	21,926	25,697	47,623	8,387	16,597	24,984	+161.4	+54.8	+90.6
MOUNTAIN BIKE ACTION	6	2.95	9,391	31,616	41,007	5,393	24,424	29,817	+74.1	+29.4	+37.5
MS.	5	2.50	500,620	42,491	543,111	447,406	31,044	478,450	+11.9	+36.9	+13.5
MUSCLE & FITNESS	6	3.95	124,073	502,496	626,569	116,445	485,373	601,818	+6.6	+3.5	+4.1
MUSICIAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
NATION'S BUSINESS	6	2.50	854,337	2,952	857,289	861,266	2,784	864,050	-0.8	+6.0	-0.8
NEA TODAY	5		1,757,557		1,757,557	1,765,886		1,765,886	-0.5		-0.5
NATIONAL ENQUIRER	26	.75	456,898	3,765,857	4,222,755	449,949	3,853,682	4,303,631	+1.5	-2.3	-1.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
NATIONAL EXAMINER	26	.75	19,670	1,005,817	1,025,487	19,376	1,116,368	1,135,744	+1.5	-9.9	-9.7
NATIONAL FISHERMAN	7	2.50	40,020	10,006	50,026	39,055	11,090	50,145	+2.5	-9.8	-0.2
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,761,406	67,922	10,829,328	10,453,631	63,206	10,516,837	+2.9	+7.5	+3.0
NATIONAL LAMPOON	3	3.95	86,969	144,304	231,273	74 [illegible]0	150,788	225,258	+16.8	-4.3	+2.7
NATIONAL LAW JOURNAL	25	2.00	45,289	135	45,424	44,924	127	45,051	+0.8	+6.3	+0.8
NRTA/AARP NEWS BULLETIN	6		20,001,538		20,001,538	17,623,715		17,623,715	+13.5		+13.5
NATIONAL REVIEW	12	1.95	128,305	6,563	134,868	117,829	4,231	122,060	+8.9	+55.1	+10.5
NATURAL HISTORY	6	2.50	504,016	8,765	512,781	512,770	9,985	522,755	-1.7	-12.2	-1.9
NAVY TIMES	26	1.75	81,248	9,930	91,178	77,949	8,962	86,911	+4.2	+10.8	+4.9
NEW BODY	4	2.95		96,464	96,464		93,850	93,850		+2.8	+2.8
NEW CHOICES FOR THE BEST YEARS	6	2.50	554,306	1,959	556,265	492,101		492,101	+12.6		+13.0
NEW ENGLAND MONTHLY	6	1.95	100,878	14,169	115,047	92,420	14,608	107,028	+9.2	-3.0	+7.5
NEW JERSEY MONTHLY	6	2.00	79,276	14,906	94,182	85,383	16,320	101,703	-7.2	-8.7	-7.4
NEW MEXICO MAGAZINE	6	2.25	102,915	5,118	108,033	93,505	6,504	100,009	+10.1	-21.3	+8.0
THE NEW REPUBLIC	25	2.50	96,270	5,477	101,747	90,891	5,271	96,162	+5.9	+3.9	+5.8
NEW WOMAN	6	1.95	701,167	637,649	1,338,816	744,687	648,340	1,393,027	-5.8	-1.6	-3.9
NEW YORK MAGAZINE	26	1.95	389,230	37,525	426,755	394,3[illegible]9	39,465	433,813	-1.3	-4.9	-1.6
THE NEW YORKER	26	1.75	580,850	27,288	608,138	603,555	29,199	632,754	-3.8	-6.5	-3.9
NEWSWEEK	26	2.00	3,117,922	170,531	3,288,453	3,134,165	181,204	3,315,369	-0.5	-5.9	-0.8
NEWSWEEK INTERNATIONAL (ASIA EDITION)	26		150,055	59,377	209,432	153,362	54,395	207,757	-2.2	+9.2	+0.8
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	26		223,517	86,776	310,293	213,448	88,472	301,920	+4.7	-1.9	+2.8
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	26		38,183	17,288	55,471	32,627	21,587	54,214	+17.0	-19.9	+2.3
NIBBLE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
NORTH SHORE	6	1.95	27,294	3,034	30,328	27,235	2,928	30,163	+0.2	+3.6	+0.5
OFF-ROAD	6	2.50	19,115	46,725	65,840	27,996	29,313	57,309	-31.7	+59.4	+14.9
OHIO FISHERMAN	6	2.95	21,865	4,876	26,741	20,714	5,657	26,371	+5.6	-13.8	+1.4
OHIO MAGAZINE	6	2.00	104,776	3,322	108,098	98,558	3,270	101,828	+6.3	+1.6	+6.2
THE OLD HOUSE JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OMNI	6	3.50	675,257	227,099	902,356	659,701	277,977	937,678	+2.4	-18.3	-3.8
1,001 HOME IDEAS	6	1.95	1,516,249	43,668	1,559,917	1,493,246	44,983	1,538,229	+1.5	-2.9	+1.4
OPEN WHEEL	6	3.50	28,340	22,637	50,977	24,700	29,537	54,237	+14.7	-23.4	-6.0
OPERA NEWS	10	2.50	120,370	1,845	122,215	117,702	1,797	119,499	+2.3	+2.7	+2.3
ORANGE COAST MAGAZINE	6	2.95	21,538	5,763	27,301	15,952	6,269	22,221	+35.0	-8.1	+22.9
ORGANIC GARDENING	6	1.95	1,039,110	14,626	1,053,736	1,027,556	7,328	1,034,884	+1.1	+99.6	+1.8
OUTDOOR LIFE	6	1.75	1,389,326	123,691	1,513,017	1,379,680	132,853	1,512,533	+0.7	-6.9	+0.0
OUTDOOR PHOTOGRAPHER	5	2.95	113,166	41,413	154,579	84,647	38,221	122,868	+33.7	+8.4	+25.8
OUTSIDE	6	2.50	238,484	65,074	303,558	213,052	62,085	275,137	+11.9	+4.8	+10.3
PACIFIC NORTHWEST	6	2.50	71,022	10,360	81,382	66,630	10,484	77,114	+6.6	-1.2	+5.5
PALM BEACH LIFE	6	3.50	14,148	5,314	19,462	13,931	4,404	18,335	+1.6	+20.7	+6.1
PALM SPRINGS LIFE	6	3.95	14,421	6,922	21,343	12,426	5,793	18,219	+16.1	+19.5	+17.1
PARENTING MAGAZINE	5	1.95	386,287	41,610	427,897	274,329	52,000	326,329	+40.8	-20.0	+31.1
PARENTS MAGAZINE	6	1.95	1,612,675	120,781	1,733,456	1,636,687	114,730	1,751,417	-1.5	+5.3	-1.0
PENN LINES	6		145,494		145,494	143,012		143,012	+1.7		+1.7
THE PENNSYLVANIA SPORTSMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PENTHOUSE	6	4.50	251,264	1,837,181	2,088,445	235,917	1,817,163	2,053,080	+6.5	+1.1	+1.7
PEOPLE WEEKLY	25	1.79	1,545,539	1,800,996	3,346,535	1,516,921	1,760,918	3,277,839	+1.9	+2.3	+2.1
PERFORMANCE HORSEMAN	6	2.95	29,851	653	30,504	28,125	666	28,791	+6.1	-2.0	+5.9
PCRESOURCE	6	2.95	77,065	75,184	152,249	75,324	66,285	141,609	+2.3	+13.4	+7.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
PC/COMPUTING	6	2.95	358,510	65,608	424,118						
PERSONAL COMPUTING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PETERSEN MAGAZINE NETWORK	6		3,835,491	1,480,107	5,315,598						
PETERSEN'S CIRCLE TRACK	6	2.95	76,104	38,763	114,867	70,815	39,850	110,665	+7.5	-2.7	+3.8
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.75	194,880	141,081	335,961	163,056	130,538	293,594	+19.5	+8.1	+14.4
PETERSEN'S HUNTING	6	2.25	277,180	59,705	336,885	266,737	65,087	331,824	+3.9	-8.3	+1.5
PETERSEN'S PHOTOGRAPHIC	6	2.50	207,944	42,210	250,154	236,100	48,820	284,920	-11.9	-13.5	-12.2
PETERSEN'S PRO BASEBALL (1989 EDITION)	1	2.95		142,297	142,297		148,176	148,176		-4.0	-4.0
PHILADELPHIA MAGAZINE	6	2.50	115,605	29,898	145,503	116,338	31,475	147,813	-0.6	-5.0	-1.6
PHOENIX HOME & GARDEN	6	2.00	33,530	4,950	38,480	30,928	4,579	35,507	+8.4	+8.1	+8.4
PILLSBURY CLASSIC COOKBOOKS	6	2.25	43,920	358,278	402,198	31,960	365,142	397,102	+37.4	-1.9	+1.3
PILOTING CAREERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PITTSBURGH MAGAZINE	6	2.50	57,205	6,775	63,980	56,827	8,651	65,478	+0.7	-21.7	-2.3
PLANE & PILOT	6	2.75	69,648	23,548	93,196	66,071	21,347	87,418	+5.4	+10.3	+6.6
PLAYBOY	6	4.00	2,568,614	1,089,290	3,657,904	2,497,540	908,246	3,405,786	+2.8	+19.9	+7.4
POPULAR ELECTRONICS	6	2.50	41,033	38,271	79,304	27,699	31,414	59,113	+48.1	+21.8	+34.2
POPULAR HOT RODDING	6	2.50	88,566	149,246	237,812	89,901	158,309	248,210	-1.5	-5.7	-4.2
POPULAR MECHANICS	6	1.95	1,401,901	286,883	1,688,784	1,382,218	237,560	1,619,778	+1.4	+20.8	+4.3
POPULAR PHOTOGRAPHY	6	2.50	656,262	69,217	725,479	657,258	75,033	732,291	-0.2	-7.8	-0.9
POPULAR SCIENCE	6	1.95	1,610,570	215,586	1,826,156	1,623,006	208,532	1,831,538	-0.8	+3.4	-0.3
PRACTICAL HOMEOWNER	4	2.00	716,463	22,569	739,032	710,026	20,289	730,315	+0.9	+11.2	+1.2
PRACTICAL HORSEMAN	6	2.95	56,213	2,439	58,652	53,012	2,446	55,458	+6.0	-0.3	+5.8
PREMIERE	6	2.25	231,602	151,914	383,516	109,122	149,645	258,767	+112.2	+1.5	+48.2
PREVENTION	6	1.75	2,793,673	368,115	3,161,788	2,746,239	228,910	2,975,149	+1.7	+60.8	+6.3
PRIVATE CLUBS	3	3.00	147,472		147,472	108,240		108,240	+36.2		+36.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
PRIVATE PILOT	6	2.95	71,141	25,007	96,148	70,119	24,069	94,188	+1.5	+3.9	+2.1
PSYCHOLOGY TODAY	5	1.95	820,464	107,188	927,652	875,601	91,830	967,431	-6.3	+16.7	-4.1
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	4.00	54,958	469	55,427	56,417	497	58,914	-2.6	-5.6	-2.6
THE QUARTER HORSE JOURNAL	6	2.50	63,036	2,525	65,561	64,507	2,674	67,181	-2.3	-5.6	-2.4
RADIO-ELECTRONICS	6	2.25	144,557	66,222	210,779	161,022	64,357	225,379	-10.2	+2.9	-6.5
RAILROAD MODEL CRAFTSMAN	6	2.50	30,839	45,451	76,290	29,087	43,622	72,709	+6.0	+4.2	+4.9
READER'S DIGEST	6	1.89	15,505,421	928,833	16,434,254	15,957,962	1,006,264	16,964,226	-2.8	-7.7	-3.1
REDBOOK	6	1.95	3,112,603	793,850	3,906,453	3,171,783	835,781	4,007,564	-1.9	-5.0	-2.5
RHODE ISLAND MONTHLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
RIDER	6	1.95	107,596	13,535	121,131	127,377	14,117	141,494	-15.5	-4.1	-14.4
RIGHT ON! GROUP	6		5,428	181,546	186,972		147,005	147,005		+23.5	+27.2
ROAD & TRACK	6	2.95	489,205	211,450	700,655	480,240	222,867	703,107	+1.9	-5.1	-0.3
THE ROBB REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ROLLING STONE	13	2.50	931,678	263,237	1,194,915	922,355	261,690	1,184,045	+1.0	+0.6	+0.9
THE ROTARIAN	6	1.00	524,247		524,247	519,709		519,709	+0.9		+0.9
RUN	6	2.95	101,817	23,226	125,043	127,636	32,447	160,083	-20.2	-28.4	-21.9
RUNNER'S WORLD	6	2.95	362,253	72,389	434,642	364,925	74,428	439,353	-0.7	-2.7	-1.1
RURAL GEORGIA	6		261,371		261,371	251,467		251,467	+3.9		+3.9
RURAL LIVING	6		244,398		244,398	233,029		233,029	+4.9		+4.9
SACRAMENTO MAGAZINE	6	2.50	22,778	3,435	26,213	22,150	3,132	25,282	+2.8	+9.7	+3.7
SAIL	6	2.50	116,363	50,647	167,010	117,303	50,976	168,279	-0.8	-0.6	-0.8
SAILING WORLD	6	1.95	43,276	10,781	54,057	41,074	11,314	52,388	+5.4	-4.7	+3.2
ST. LOUIS MAGAZINE, INC.			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SALT WATER SPORTSMAN	6	2.95	111,523	25,518	137,041	107,911	26,276	134,187	+3.3	-2.9	+2.1
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	29,227	4,871	34,098	29,583	3,502	33,085	-1.2	+39.1	+3.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SAN DIEGO MAGAZINE	6	2.00	56,800	11,709	68,509	54,743	12,818	67,561	+3.8	-8.7	+1.4
SAN FRANCISCO FOCUS	6	2.50	193,700	4,552	198,252	182,027	4,840	186,867	+6.4	-6.0	+6.1
SASSY	6	2.00	376,230	134,849	511,079	134,056	123,999	258,055	+180.7	+8.8	+98.1
SATELLITE ORBIT	6	4.95	197,940	144,368	342,308	248,849	151,721	400,570	-20.5	-4.8	-14.5
THE SATURDAY EVENING POST	4	2.25	502,072	68,857	570,929	527,943	65,773	593,716	-4.9	+4.7	-3.8
SAVVY WOMAN	6	2.00	397,952	9,403	407,355	401,171	9,638	410,809	-0.8	-2.4	-0.8
SCHOLASTIC HIGH SCHOOL NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCHOLASTIC MAGAZINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENCE	1	3.50	155,598		155,598	153,192		153,192	+1.6		+1.6
SCIENCE NEWS	25	1.00	222,397		222,397	207,925		207,925	+7.0		+7.0
THE SCIENCES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SCIENTIFIC AMERICAN	6	2.95	501,422	136,794	638,216	486,363	140,815	627,178	+3.1	-2.9	+1.8
SCOUTING	3	.60	957,675		957,675	984,987		984,987	-2.8		-2.8
SEATTLE WEEKLY	26	.75	21,238	11,123	32,361	22,227	10,296	32,523	-4.4	+8.0	-0.5
SELF	6	1.95	573,487	599,953	1,173,440	535,152	690,208	1,225,360	+7.2	-13.1	-4.2
SESAME STREET MAGAZINE	5		1,215,811		1,215,811	1,143,987	168,926	1,312,913	+6.3	-100.0	-7.4
SEVENTEEN	6	1.75	1,322,759	430,305	1,753,064	1,384,673	418,876	1,803,549	-4.5	+2.7	-2.8
SEW NEWS	6	1.95	186,927	38,101	225,028	176,669	43,507	220,176	+5.8	-12.4	+2.2
SHAPE MAGAZINE	6	2.00	242,371	552,304	794,675	205,561	579,172	784,733	+17.9	-4.6	+1.3
SHOOTING TIMES	6	2.50	96,300	107,371	203,671	99,389	99,136	198,525	-3.1	+8.3	+2.6
SHUTTERBUG	6	2.50	45,519	28,278	73,797	39,777	23,958	63,735	+14.4	+18.0	+15.8
SIERRA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
16 MAGAZINE	6	2.25	9,574	112,710	122,284	8,773	128,512	137,285	+9.1	-12.3	-10.9
SKI MAGAZINE	4	1.95	376,272	70,914	447,186	367,814	79,270	447,084	+2.3	-10.5	+0.0
SKIING MAGAZINE	3	1.95	358,453	82,125	440,578	356,107	93,392	449,499	+0.7	-12.1	-2.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SKIN DIVER MAGAZINE	6	2.95	173,411	41,465	214,876	175,979	40,113	216,092	-1.5	+3.4	-0.6
SMASH HITS	3	2.50	7,084	46,634	53,718	10,390	52,418	62,808	-31.8	-11.0	-14.5
SMITHSONIAN	6	2.50	2,312,109	12,003	2,324,112	2,267,974	12,834	2,280,808	+1.9	-6.5	+1.9
SNOW WEEK	8	1.95	23,945	14	23,959	23,865	843	24,708	+0.3	-98.3	-3.0
SOAP OPERA DIGEST	13	1.75	311,510	894,499	1,206,009	302,819	756,703	1,059,522	+2.9	+18.2	+13.8
SOAP OPERA STARS	3	2.00		73,097	73,097		88,124	88,124		-17.1	-17.1
SOLDIER OF FORTUNE	6	3.50	27,012	85,958	112,970	30,753	100,603	131,356	-12.2	-14.6	-14.0
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		98,748	98,748		87,850	87,850		+12.4	+12.4
SOUTH FLORIDA			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN ACCENTS	3	4.00	213,202	51,803	265,005	212,832	48,974	261,806	+0.2	+5.8	+1.2
SOUTHERN HOMES (METRO ATLANTA EDITION)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN LIVING	6	2.50	2,101,540	196,559	2,298,099	2,109,541	172,166	2,281,707	-0.4	+14.2	+0.7
SOUTHERN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN OUTDOORS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHWEST ART	6	4.50	50,022	13,775	63,797	52,354	10,521	62,875	-4.5	+30.9	+1.5
SPANAMERICA MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN MEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPANAMERICAN WOMEN'S GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE								
SPORT	6	2.25	837,200	158,785	995,985	791,839	139,631	931,470	+5.7	+13.7	+6.9
SPORT FISHING	5	2.95	64,229	21,305	85,534	59,340	19,233	78,573	+8.2	+10.8	+8.9
THE SPORTING NEWS	28	2.25	687,694	41,419	729,113	702,018	39,248	741,266	-2.0	+5.5	-1.6
SPORTS AFIELD	6	1.95	441,241	82,700	523,941	430,942	80,372	511,314	+2.4	+2.9	+2.5
SPORTS ILLUSTRATED	27	2.69	3,576,909	194,480	3,771,389	3,259,645	179,353	3,438,998	+9.7	+8.4	+9.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SPY	5	2.95	59,468	74,207	133,675	28,818	37,009	65,827	+106.4	+100.5	+103.1
STAR	26	.75	377,498	3,184,869	3,562,367	525,858	3,097,200	3,623,058	-28.2	+2.8	-1.7
STAR COMICS	6	1.00	12,577	249,283	261,860	24,341	403,467	427,808	-48.3	-38.2	-38.8
STEREO REVIEW	6	2.50	448,161	58,683	506,844	460,215	56,383	516,598	-2.6	+4.1	-1.9
STOCK CAR RACING	6	2.95	60,245	44,833	105,078	48,332	44,821	93,153	+24.6	+0.0	+12.8
STREET & SMITH'S COLLEGE BASKETBALL (1988 EDITION)	1	3.50		258,785	258,785						
STREET & SMITH'S COLLEGE FOOTBALL (1988 EDITION)	1	3.50		250,941	250,941		241,979	241,979		+3.7	+3.7
STREET & SMITH'S PRO BASKETBALL (1988 EDITION)	1	3.50		239,342	239,342						
STREET & SMITH'S PRO FOOTBALL (1988 EDITION)	1	3.50		287,318	287,318		279,840	279,840		+2.7	+2.7
STREET & SMITH'S SPORTS GROUP (1988 EDITION)	1	3.50		1,320,727	1,320,727						
SUCCESS!	5	1.95	400,188	61,551	461,739	381,355	47,944	429,299	+4.9	+28.4	+7.6
SUN	26	.75	4,068	442,889	446,957	3,845	423,059	426,904	+5.8	+4.7	+4.7
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,316,504	82,170	1,398,674	1,340,064	91,239	1,431,303	-1.8	-9.9	-2.3
SUPER CHEVY	6	2.50	88,341	72,140	160,481	77,708	63,438	141,146	+13.7	+13.7	+13.7
SUPER STOCK AND DRAG ILLUSTRATED	6	2.95	17,698	25,154	42,852	16,585	28,996	45,581@	+6.7	-13.3	-6.0
SUPER TEEN	6	2.25		123,555	123,555		151,401	151,401		-18.4	-18.4
THE SUPERMAN GROUP	6			2,136,280	2,136,280	18,240	2,943,450	2,961,690	-100.0	-27.4	-27.9
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TEACHING AND COMPUTERS	3	4.00	40,271		40,271	35,023	3,103	38,126	+15.0	-100.0	+5.6
'TEEN	6	1.75	744,260	290,496	1,034,756	815,782	297,918	1,113,700	-8.8	-2.5	-7.1
TEEN BEAT	6	2.25	58,790	133,680	192,470	80,873	140,710	221,583	-27.3	-5.0	-13.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
TEEN MACHINE		2.25		78,635	78,635		91,457	91,457		-14.0	-14.0
THE TENNESSEE MAGAZINE	6		314,996		314,996	311,064		311,064	+1.3		+1.3
TENNIS	6	1.95	486,226	50,032	536,258	486,535	45,166	531,701	-0.1	+10.8	+0.9
TEXAS FISH & GAME	6	1.95	51,761	5,902	57,663	50,106	501	50,607	+3.3	+1078.0	+13.9
TEXAS FISHERMAN	6	1.95	64,268	10,925	75,193	59,625	10,409	70,034	+7.8	+5.0	+7.4
TEXAS MONTHLY	6	1.95	259,972	40,853	300,825	262,363	45,920	308,283	-0.9	-11.0	-2.4
3-2-1 CONTACT	5		442,026		442,026	411,760		411,760	+7.4		+7.4
TIGER BEAT GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TIME ASIA	26		234,769	42,260	277,029	210,873	40,012	250,885	+11.3	+5.6	+10.4
TIME ATLANTIC	26		423,164	90,380	513,544	427,421	88,127	515,548	-1.0	+2.6	-0.4
TIME LATIN AMERICA	26		67,740	20,869	88,609	62,025	26,713	88,738	+9.2	-21.9	-0.1
TIME-THE WEEKLY NEWSMAGAZINE	26	2.00	4,172,148	221,089	4,393,237	4,520,433	217,479	4,737,912	-7.7	+1.7	-7.3
TOURS & RESORTS	3	2.50	195,543	4,525	200,068	178,452	5,468	183,920	+9.6	-17.2	+8.8
TOWN & COUNTRY	6	3.00	333,128	83,883	417,011	329,135	91,883	421,018	+1.2	-8.7	-1.0
TRAILER BOATS	6	2.95	55,548	22,071	77,619	51,214	19,782	70,996	+8.5	+11.6	+9.3
TRAILER LIFE	6	2.50	312,628	19,900	332,528	312,176	19,257	331,433	+0.1	+3.3	+0.3
TRAINS	6	2.75	70,707	24,480	95,187	70,840	25,502	96,342	-0.2	-4.0	-1.2
TRAVEL & LEISURE	6	3.00	1,095,128	16,136	1,111,264	1,093,569	15,856	1,109,425	+0.1	+1.8	+0.2
TRAVELER	3	4.50	760,742	115	760,857	810,338	391	810,729	-6.1	-70.6	-6.2
TRUCKIN'	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TRUE STORY	6	1.69	1,020,162	220,090	1,240,252	1,074,698	228,255	1,302,953	-5.1	-3.6	-4.8
TU INTERNACIONAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TURTLE MAGAZINE FOR PRESCHOOL KIDS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
TV CROSSWORDS	8	1.25	140,458	219,888	360,346	149,871	229,950	379,821	-6.3	-4.4	-5.1
TV GUIDE	25	.75	9,007,037	7,323,014	16,330,051	9,157,968	7,759,577	16,917,545	-1.6	-5.6	-3.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
TV PICTURE LIFE/METAL EDGE	6	2.00		194,449	194,449		133,846	133,846		+45.3	+45.3
TV WORD GAMES	6	1.00		61,483	61,483		58,717	58,717		+4.7	+4.7
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
UNIQUE HOMES	6	6.95	36,547	37,172	73,719	33,442	32,933	66,375	+9.3	+12.9	+11.1
U.S. NEWS & WORLD REPORT	25	1.95	2,243,026	60,302	2,303,328	2,309,582	56,348	2,365,930	-2.9	+7.0	-2.6
US	12	1.75	951,927	390,202	1,342,129	864,537	389,858	1,254,395	+10.1	+0.1	+7.0
UTNE READER	3	4.00	127,777	23,023	150,800	86,164	9,516	95,680	+48.3	+141.9	+57.6
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	433,413	250,680	684,093	433,188	171,023	604,211	+0.1	+46.6	+13.2
VANTAGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VENTURE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VFW AUXILIARY MAGAZINE	3		715,767		715,767	712,200		712,200	+0.5		+0.5
VFW MAGAZINE	6	.20	1,827,861		1,827,861	1,800,153		1,800,153	+1.5		+1.5
VICTORIA	3	2.50	523,353	287,000	810,353	191,061	346,050	537,111	+173.9	-17.1	+50.9
VIDEO	6	2.50	399,600	51,468	451,068	355,306	65,030	420,336	+12.5	-20.9	+7.3
VIDEO MARKETPLACE	3	2.50	89,897	7,693	97,590	94,098	11,930	106,028	-4.5	-35.5	-8.0
VIDEO REVIEW	6	2.25	380,312	72,226	452,538	392,431	61,233	453,664	-3.1	+18.0	-0.2
VISION-THE INTER-AMERICAN MAGAZINE	13	3.00	180,071	7,210	187,281	185,033	11,821	196,854	-2.7	-39.0	-4.9
VOGUE	6	3.00	454,858	807,300	1,262,158	440,910	781,319	1,222,229	+3.2	+3.3	+3.3
VOGUE PATTERNS	3	2.75	161,437	73,134	234,571	153,151	91,306	244,457	+5.4	-19.9	-4.0
VW & PORSCHE	3	2.75	27,792	51,948	79,740	28,313	52,062	80,375	-1.8	-0.2	-0.8
VISTA USA	2	.75	871,008		871,008	861,330		861,330	+1.1		+1.1
"W"	13	2.95	226,622	25,005	251,627	218,153	25,344	243,497	+3.9	-1.3	+3.3
THE WALKING MAGAZINE	3	2.95	334,155	43,908	378,063	283,027	32,205	315,232	+18.1	+36.3	+19.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.95	68,627	996	69,623	63,398	1,038	64,436	+8.2	-4.0	+8.0
WASHINGTON, THE EVERGREEN STATE MAGAZINE	3	2.95	62,474	10,320	72,794	59,800	12,919	72,719	+4.5	-20.1	+0.1
THE WASHINGTONIAN	6	1.95	105,685	61,206	166,891	105,408	51,259	156,667	+0.3	+19.4	+6.5
WATERSKI	5	2.95	89,638	17,793	107,431	78,471	15,777	94,248	+14.2	+12.8	+14.0
WEEKLY WORLD NEWS	26	.70	38,682	889,127	927,809	41,357	980,351	1,021,708	-6.5	-9.3	-9.2
WEIGHT WATCHERS MAGAZINE	6	1.75	895,278	142,006	1,037,284	812,032	163,246	975,278	+10.3	-13.0	+6.4
THE WESTERN BOATMAN	3	3.00	9,956	5,811	15,767	9,770	5,621	15,391	+1.9	+3.4	+2.4
WESTERN HORSEMAN	6	2.25	112,991	67,436	180,427	103,343	64,743	168,086	+9.3	+4.2	+7.3
WESTERN OUTDOORS	5	2.00	114,663	9,319	123,982	127,012	8,304	135,316	-9.7	+12.2	-8.4
WESTWAYS	6	2.00	455,835		455,835	484,966		484,966	-6.0		-6.0
WILDFOWL	3	3.50	28,806	149	28,955	27,780	131	27,911	+3.7	+13.7	+3.7
THE WINE SPECTATOR	11	2.00	64,255	14,486	78,741						
WING & SHOT	3	3.50	15,146	174	15,320	15,927	161	16,088	-4.9	+8.1	-4.8
WOMAN	5	1.95	24,825	491,208	516,033	3,736	520,950	524,686	+564.5	-5.7	-1.6
WOMAN'S DAY	8	1.09	118,221	4,283,525	4,401,746	117,142	5,021,138	5,139,280	+0.9	-14.7	-14.3
WOMAN'S WORLD	26	.95		1,529,503	1,529,503		1,401,689	1,401,689		+9.1	+9.1
WOMEN'S SPORTS & FITNESS	5	2.00	339,285	11,169	350,454	372,286	562	372,850	-8.9	+1887.4	-6.0
WOODENBOAT	3	3.95	58,160	42,350	100,510	56,773	45,784	102,557	+2.4	-7.5	-2.0
THE WORKBASKET	5	1.50	1,290,635	15,640	1,306,275	1,576,437	15,800	1,592,237	-18.1	-1.0	-18.0
WORKBENCH	3	2.00	838,369	36,833	875,202	871,848	31,000	902,848	-3.8	+18.8	-3.1
WORKING MOTHER	6	1.95	527,862	17,322	545,184	589,849	14,143	603,992	-10.5	+22.5	-9.7
WORKING WOMAN	6	2.50	843,891	59,813	903,704	823,604	64,236	887,840	+2.5	-6.9	+1.8
WORKING WOMAN MCCALL'S GROUP	6		5,961,069	638,633	6,599,702	5,943,496	694,890	6,638,386	+0.3	-8.1	-0.6
WORLD PRESS REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
WORLD TENNIS	6	1.75	476,166	26,525	502,691	395,927	24,246	420,173	+20.3	+9.4	+19.6
WWF MAGAZINE	6	2.50	83,241	222,723	305,964	51,538	186,600	238,138	+61.5	+19.4	+28.5
WRITER'S DIGEST	6	2.25	213,180	26,027	239,207	180,038	26,385	206,423	+18.4	-1.4	+15.9
WTTW/CHICAGO	6	3.00	152,951		152,951						
YACHTING	6	3.00	98,647	34,233	132,880	93,042	39,714	132,756	+6.0	-13.8	+0.1
YANKEE	6	1.95	952,322	48,640	1,000,962	941,932	61,390	1,003,322	+1.1	-20.8	-0.2
YM	5	1.75	749,946	150,405	900,351	703,145	142,049	845,194	+6.7	+5.9	+6.5
ZOOMIN'	2	3.00	12,325	12	12,337	12,305	78	12,383	+0.2	-84.6	-0.4
CANADA											
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ATLANTIC INSIGHT	6	1.95	34,650	1,944	36,594	36,988	2,086	39,074	-6.3	-6.8	-6.3
BC OUTDOORS	5	2.95	29,099	6,436	35,535	31,046	5,653	36,699	-6.3	+13.9	-3.2
CANADIAN BUSINESS	6	3.00	79,257	7,674	86,931	79,875	5,991	85,866	-0.8	+28.1	+1.2
CANADIAN GEOGRAPHIC	3	3.50	206,635	11,353	217,988						
CANADIAN LIVING	6	2.25	343,909	198,626	542,535	340,857	197,958	538,815	+0.9	+0.3	+0.7
CANADIAN LIVING'S FOOD MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN WORKSHOP	6	2.75	112,488	4,090	116,578	90,430	4,007	94,437	+24.4	+2.1	+23.4
CANADIAN YACHTING	6	2.75	17,796	2,236	20,032	18,087	3,212	21,299	-1.6	-30.4	-5.9
CHATELAINE	6	2.00	928,445	60,358	988,803	942,943	71,217	1,014,160	-1.5	-15.2	-2.5
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	230,839	17,386	248,225	253,685	18,641	272,326	-9.0	-6.7	-8.9
CITY & COUNTRY HOME	5	3.50	77,540	4,484	82,024	84,324	6,279	90,603	-8.0	-28.6	-9.5
CLIN D'OEIL	6	2.95	15,874	49,469	65,343	16,111	61,107	77,218	-1.5	-19.0	-15.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	1,159,284	77,744	1,237,028	1,196,628	89,858	1,286,486	-3.1	-13.5	-3.8
COUP DE POUCE	6	2.50	69,092	70,083	139,175	54,607	73,704	128,311	+26.5	-4.9	+8.5
COUP DE POUCE EXTRA	2	3.50		34,896	34,896		33,803	33,803		+3.2	+3.2
CRAFTS PLUS	4	2.50	105,084	3,209	108,293	73,978	2,750	76,728	+42.0	+16.7	+41.1
CROC	6	2.95	14,810	62,046	76,856	16,165	62,207	78,372	-8.4	-0.3	-1.9
DECORATION CHEZ-SOI	5	2.95	24,026	38,142	62,168	25,342	36,937	62,279	-5.2	+3.3	-0.2
EASTERN WOODS & WATERS	3	2.75	11,932	2,842	14,774	12,315	4,322	16,637	-3.1	-34.2	-11.2
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.95	148,925	11,253	160,178	150,345	12,610	162,955	-0.9	-10.8	-1.7
FEMME PLUS	6	2.50	30,938	54,942	85,880	7,115	53,366	60,481	+334.8	+3.0	+42.0
FILLES D'AUJOURD'HUI	6	2.50	17,032	28,363	45,395	11,694	25,544	37,238	+45.6	+11.0	+21.9
FINANCIAL TIMES OF CANADA	26	1.00	112,884	3,294	116,178	104,686	4,496	109,182	+7.8	-26.7	+6.4
FLARE	6	2.50	184,688	22,454	207,142	197,747	27,751	225,498	-6.6	-19.1	-8.1
GUIDE RESSOURCES	3	3.25	10,711	8,338	19,049						
HARROWSMITH MAGAZINE	3	3.50	134,247	18,011	152,258	138,709	19,013	157,722	-3.2	-5.3	-3.5
HOCKEY NEWS	23	1.95	88,420	26,573	114,993	82,205	22,799	105,004	+7.6	+16.6	+9.5
INSIDE HOCKEY	4	3.50	16,570	20,824	37,394	14,586	20,876	35,462	+13.6	-0.2	+5.4
L'ACTUALITE	6	2.50	233,102	20,782	253,884	241,822	22,261	264,083	-3.6	-6.6	-3.9
L'ESSENTIAL	6	2.50	22,230	95,550	117,780						
LE LUNDI	26	1.99	32,072	75,184	107,256	28,709	76,527	105,236	+11.7	-1.8	+1.9
LES IDEES DE MA MAISON	6	2.95	32,182	32,927	65,109	38,774	48,509	87,283	-17.0	-32.1	-25.4
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	2.00	589,646	14,165	603,811	605,668	13,658	619,326	-2.6	+3.7	-2.5
THE NEWFOUNDLAND HERALD	25	1.00	1,497	42,923	44,420	1,155	40,493	41,648	+29.6	+6.0	+6.7
ONTARIO OUT OF DOORS	5	2.50	46,825	8,392	55,217	49,338	9,324	58,662	-5.1	-10.0	-5.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
ORAH	2		13,476		13,476	13,724		13,724	-1.8		-1.8
OUTDOOR CANADA	5	2.95	126,516	8,790	135,306	128,969	9,884	138,853	-1.9	-11.1	-2.6
PACIFIC YACHTING	6	2.95	10,739	4,732	15,471	11,321	4,704	16,025	-5.1	+0.6	-3.5
PHOTO LIFE	5	2.75	60,968	3,096	64,064	60,699	3,532	64,231	+0.4	-12.3	-0.3
PLANS DE MAISONS DU QUEBEC	2	3.95	7,200	26,570	33,770	8,094	22,863	30,957	-11.0	+16.2	+9.1
QUEBEC SCIENCE	6	3.25	14,519	3,480	17,999	15,402	4,117	19,519	-5.7	-15.5	-7.8
QUEBEC YACHTING VOILE & MOTEUR	5	2.95	5,653	2,265	7,918	5,731	2,166	7,897	-1.4	+4.6	+0.3
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,287,215	74,202	1,361,417	1,266,622	76,947	1,343,569	+1.6	-3.6	+1.3
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,612,411	96,989	1,709,400	1,606,399	99,363	1,705,762	+0.4	-2.4	+0.2
RENOVATION BRICOLAGE	6	2.95	25,187	11,829	37,016	25,873	12,347	38,220	-2.7	-4.2	-3.2
SANTE	5	2.95	15,355	16,960	32,315	13,846	14,717	28,563	+10.9	+15.2	+13.1
SATURDAY NIGHT	6	2.95	103,889	6,264	110,153	108,708	6,375	115,083	-4.4	-1.7	-4.3
SEL ET POIVRE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SELECT HOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SELECTION DU READER'S DIGEST	6	2.25	325,196	22,787	347,983	339,777	22,416	362,193	-4.3	+1.7	-3.9
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SKI CANADA	3	3.00	40,266	7,971	48,237	40,882	8,077	48,959	-1.5	-1.3	-1.5
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.50	329,011	24,169	353,180	333,281	22,649	355,930	-1.3	+6.7	-0.8
TORONTO LIFE	10	2.50	82,144	14,032	96,176	81,881	16,194	98,075	+0.3	-13.4	-1.9
TORONTO LIFE FASHION	4	2.25	125,406	11,915	137,321	125,418	16,745	142,163	+0.0	-28.8	-3.4
TRAVEL A LA CARTE	3	2.50	114,747		114,747	111,845		111,845	+2.6		+2.6
TV GUIDE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TV HEBDO	25	1.10	95,173	240,705	335,878	52,742	236,396	289,138	+80.5	+1.8	+16.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/89 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
TV PLUS	25	1.00	206	16,062	16,268	221	20,403	20,624	-6.8	-21.3	-21.1
WESTERN SPORTSMAN	3	2.75	27,436	3,340	30,776	27,282	3,252	30,534	+0.6	+2.7	+0.8
FOREIGN											
AL MOSTAKBAL	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE										
IMAGEN	6	2.50	51,432	21,276	72,708	32,674	19,056	51,730	+57.4	+11.6	+40.6
RITMO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										
VEA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME										

Business Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
U.S.					
ADVERTISING AGE	93,823		93,823	94,195	93,644
ADWEEK	61,345	1,667	63,012	69,513	64,941
ADWEEK NETWORK	74,562	18,107	92,669	95,410	96,841
ADWEEK'S MARKETING COMPUTERS	1,937	13,313	15,250	15,531	
ADWEEK'S MARKETING WEEK	13,217	16,440	29,657	25,897	31,900
AEROSOL AGE	2,150	4,619	6,769	6,659	6,576
AGRICULTURAL ENGINEERING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	30,364	88	30,452	29,706	29,255
ABA BANKING JOURNAL	33,504	5,147	38,651	37,723	38,816
ACP OBSERVER	59,018		59,018	55,220	57,718
THE AMERICAN FUNERAL DIRECTOR	10,008		10,008	10,002	10,005
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN INK MAKER	2,711	1,055	3,766	3,678	2,833
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	18,367		18,367	18,689	19,006
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN SHOEMAKING	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
ASHRAE JOURNAL	41,538	13,275	54,813	57,454	55,787

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
AMUSEMENT BUSINESS	11,849		11,849	11,916	11,893
ANALYTICAL CHEMISTRY	25,620		25,620	26,650	26,285
ANNALS OF INTERNAL MEDICINE	93,381		93,381	90,619	94,600
APPAREL MERCHANDISING		38,887	38,887	41,455	41,777
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	7,006		7,006	7,292	7,246
ARTS AND ACTIVITIES	22,122		22,122	25,433	22,893
ASSOCIATION MANAGEMENT	18,719		18,719	18,024	17,099
ATLANTA BUSINESS CHRONICLE	22,134	1,488	23,622	23,784	21,051
AUTOMOTIVE NEWS	76,649		76,649	74,866	73,290
AVIATION WEEK & SPACE TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BAKING & SNACK SYSTEMS		8,822	8,822	8,811	8,810
BALTIMORE BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BETTER ROADS		39,644	39,644	38,663	37,844
BEVERAGE WORLD	11,154	20,016	31,170	30,541	30,411
BILLBOARD	48,027		48,027	46,946	46,675
BOBBIN MAGAZINE	8,604		8,604	8,641	8,793
BOSTON BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOSTON BUSINESS JOURNAL	6,821	29,533	36,354	42,163	45,195
BOXBOARD CONTAINERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOXOFFICE	9,158		9,158	9,134	9,217
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	31,709		31,709	32,928	33,170
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUILDING SUPPLY HOME CENTERS		48,601	48,601	44,254	43,033

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
BUSINESS FIRST (THE BUSINESS NEWSPAPER FOR GREATER LOUISVILLE)	9,925		9,925	9,455	9,254
BUSINESS FIRST OF BUFFALO, INC.	9,198		9,198	8,920	9,083
BUSINESS FIRST OF COLUMBUS	10,490		10,490	10,240	10,269
BUSINESS JOURNAL OF NEW JERSEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,934		6,934	6,723	6,812
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,398		12,398	12,148	12,210
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,508		9,508	9,537	9,985
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	13,275		13,275	12,583	12,192
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	14,052		14,052	13,064	13,172
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS MONTH	19,236	406,201	425,437	425,143	375,043
BUSINESS NH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	292,622		292,622	281,691	288,349
CALIFORNIA BUSINESS	14,084	117,253	131,337	131,925	123,421
CANDY INDUSTRY MAGAZINE	3,118	785	3,903	3,839	3,907
CAPITAL DISTRICT BUSINESS REVIEW	8,946		8,946	8,990	9,127
CATALOG AGE	578	13,934	14,512	13,521	12,963
CHAIN STORE AGE EXECUTIVE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHANNELS, THE BUSINESS OF COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL & ENGINEERING NEWS	127,460		127,460	127,075	127,321
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	8,312		8,312	8,951	9,266
CITY & STATE	9,941	27,239	37,180	33,082	33,809
CLASSROOM COMPUTER LEARNING	24,102	56,328	80,430	80,989	80,268
COMPUTER GRAPHICS WORLD	18,304	32,516	50,820	50,604	50,737
COMPUTERWORLD	133,493		133,493	131,214	132,870
CONCRETE CONSTRUCTION	14,378	69,945	84,323	86,437	86,336
CONSTRUCCION PAN-AMERICANA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONSTRUCTION BULLETIN	4,707	486	5,193	5,292	5,362
CORPORATE FINANCE		50,560	50,560	50,895	50,433
CORPORATE REPORT MINNESOTA	10,385	6,639	17,024	17,584	19,620
CORPORATE TELEVISION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	2,988		2,988	3,163	2,907
CRAIN'S CHICAGO BUSINESS	45,820	5,215	51,035	50,648	51,400
CRAIN'S CLEVELAND BUSINESS	10,608	14,800	25,408	25,191	26,024
CRAIN'S DETROIT BUSINESS	32,339		32,339	30,966	31,550
CRAIN'S NEW YORK BUSINESS	36,332	34,972	71,304	70,968	72,409
DALLAS BUSINESS JOURNAL	11,123	3,657	14,780	18,431	25,275
DATA COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DECOR	25,062		25,062	24,521	23,755
DEFENSE & DIPLOMACY	1,689	9,928	11,617	11,364	
DEFENSE NEWS	10,278	21,869	32,147	29,483	27,886
DENVER BUSINESS JOURNAL	9,764		9,764	10,187	9,725
DESIGN COST & DATA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DESIGN NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
DESIGNERS WEST	29,983	11,127	41,110	35,549	33,126
DIRECT MARKETING MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DISCOUNT STORE NEWS	6,868	24,867	31,735	32,161	28,382
DO IT YOURSELF RETAILING	26,803	44,269	71,072	70,384	69,784
DRUG & COSMETIC INDUSTRY	4,918	7,847	12,765	12,713	12,698
DRUG STORE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
EDITOR & PUBLISHER-THE FOURTH ESTATE	25,097	2,817	27,914	27,785	27,735
ELECTRICAL CONSTRUCTION & MAINTENANCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRICAL WHOLESALING	18,273	2,143	20,416	20,342	20,146
ELECTRICAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC LEARNING	7,778	74,991	82,769	82,565	80,653
ELECTRONIC MEDIA	14,056	12,839	26,895	26,259	26,966
ELECTRONIC NEWS	39,265	35,267	74,532	74,977	83,332
ELECTRONIC SERVICING & TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENERGY USER NEWS	10,037	10,598	20,635	13,878	10,545
ENR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING TIMES	59,092	12,352	71,444	71,395	70,961
EXECUTIVE EDUCATOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FANCY FOOD	2,641	22,127	24,768	25,745	27,042
FEEDSTUFFS	17,145	2,184	19,329	19,003	18,512
FINANCIAL ANALYSTS JOURNAL	21,000		21,000	20,689	20,212
FINANCIAL EXECUTIVE	16,767		16,767	16,874	16,865
FIRE COMMAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
FLOOR COVERING WEEKLY	11,104	10,151	21,255	21,289	21,283
FLOORING	4,163	20,432	24,595	24,579	24,543
THE FLORIDA SHIPPER MAGAZINE	1,468		1,468	1,458	1,406
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	11,486		11,486	10,828	11,142
FOOD PEOPLE	1,440	19,850	21,290	22,157	18,875
FOOD TECHNOLOGY	22,987	2,812	25,799	25,587	25,154
FOOTWEAR NEWS	21,438		21,438	21,312	21,617
FORECAST FOR THE HOME ECONOMIST	23,534	15,547	39,081	41,402	40,470
FRAMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FUELOIL & OIL HEAT MAGAZINE	3,643	7,893	11,536	11,467	11,413
GAS INDUSTRIES		9,300	9,300	8,813	9,251
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	9,103	2,202	11,305	10,690	10,332
GLASS INDUSTRY	1,794	615	2,409	2,257	2,307
GOLF INDUSTRY MAGAZINE	164	16,528	16,692	16,692	14,794
THE GOURMET RETAILER MAGAZINE	417	17,422	17,839	17,812	16,685
GRAIN AGE	291	8,305	8,596	8,536	8,102
HARDWARE AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HAWAII BUSINESS	10,039		10,039	10,156	9,500
HAWAII INVESTOR	2,799	7,108	9,907	9,710	11,772
HEALTHWEEK	18,480	51,953	70,433	68,265	66,971
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	31,160	1,543	32,703	32,487	
HOUSEWARES	2,466	11,528	13,994	13,999	14,042

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
HOUSTON BUSINESS JOURNAL	13,962	1,863	15,825	19,395	20,812
HOW-THE MAGAZINE OF IDEAS & TECHNIQUE IN GRAPHIC DESIGN	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
HYDROCARBON PROCESSING	20,104	8,853	28,957	28,014	27,642
INDIANAPOLIS BUSINESS JOURNAL	14,925		14,925	14,550	14,382
INDUSTRY WEEK	1,587	298,913	300,500	300,183	326,385
INSURANCE SALES	27,421		27,421	28,040	27,312
INTERIOR DESIGN	57,773		57,773	56,968	56,972
ID-MAGAZINE OF INTERNATIONAL DESIGN	18,822		18,822	18,898	18,287
INTIMATE FASHION NEWS	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
JACKSONVILLE BUSINESS JOURNAL	7,043		7,043	7,832	8,825
THE JEWELERS' CIRCULAR-KEYSTONE	36,822		36,822	37,405	37,819
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	13,610		13,610	13,901	14,400
LIBRARY JOURNAL	23,888		23,888	23,665	23,705
LIFE INSURANCE SELLING	45,950		45,950	44,300	43,754
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	2,626	14,764	17,390	16,494	14,692
LP/GAS	5,480	9,567	15,047	15,209	15,293
LOCKSMITH LEDGER	24,784		24,784	19,817	18,775
LOS ANGELES BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE MANUFACTURING CONFECTIONER	2,955	855	3,810	3,708	3,489
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MEMPHIS BUSINESS JOURNAL	10,258		10,258	9,609	9,156
METAL FINISHING	9,781		9,781	9,837	10,090

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
METRO CHICAGO REAL ESTATE		10,387	10,387	10,394	10,197
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN BEVERAGE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN CONTRACTOR & BUILDER	2,986	211	3,197	3,092	3,084
MICHIGAN ROADS AND CONSTRUCTION	1,339	485	1,824	1,840	1,866
MILLING & BAKING NEWS	4,380		4,380	4,400	4,381
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	115,392	20,095	135,487	132,492	131,973
MOTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTORCYCLE INDUSTRY MAGAZINE		12,438	12,438	12,271	12,551
THE MUSIC TRADES	6,388		6,388	6,417	6,418
NASHVILLE BUSINESS JOURNAL	6,741	672	7,413	8,252	6,717
NATION'S RESTAURANT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL DEFENSE	36,860	2,056	38,916	40,755	40,840
NATIONAL HOME CENTER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL LOCKSMITH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL PETROLEUM NEWS	13,403		13,403	13,176	13,086
THE NATIONAL PROVISIONER	7,937		7,937	8,155	8,824
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	17,020	10,227	27,247	28,514	29,294
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	28,673	9,785	38,458	39,343	40,776
NETWORK	26,993	2,533	29,526	28,944	
NETWORK WORLD		70,171	70,171	70,167	70,092
NEW JERSEY SUCCESS	2,257	35,485	37,742	35,118	35,811

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
NORTHERN CALIFORNIA HOME & GARDEN (PROFESSIONAL EDITION)		16,035	16,035	10,247	
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,633		13,633	13,597	13,367
NORTHWESTERN FINANCIAL REVIEW	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
NURSING 89	456,835		456,835	460,670	
OFFICIAL BOARD MARKETS	5,775		5,775	5,710	
OIL AND GAS INVESTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE OIL AND GAS JOURNAL	43,040		43,040	43,845	45,490
PACIFIC BUSINESS NEWS	13,710		13,710	13,497	13,342
PACIFIC FISHING	9,317		9,317	9,744	9,340
PACKAGING DIGEST		111,227	111,227	106,244	104,788
THE PACKER	14,415		14,415	14,725	14,898
PALM BEACH REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PAPER SALES	8,047	4,947	12,994	12,730	12,836
PEDIATRICS	41,635	7,746	49,381	48,447	46,682
P.C. TODAY	15,020	7,048	22,068	11,075	16,371
PERSONNEL JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PETROLEUM ENGINEER INTERNATIONAL	4,523	31,882	36,405	36,315	36,271
PHILADELPHIA BUSINESS JOURNAL	12,433		12,433	11,568	11,812
PHOTO DISTRICT NEWS	23,233	6,361	29,594	30,922	31,101
PIPELINE & GAS JOURNAL	3,363	20,732	24,095	24,054	24,063
PITTSBURGH BUSINESS TIMES-JOURNAL	8,905		8,905	8,360	8,545
PLASTICS ENGINEERING	31,145		31,145	26,803	26,673
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POOL & SPA NEWS	8,182	6,843	15,025	15,004	15,008
POULTRY TIMES	12,960		12,960	13,302	11,963

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROVIDENCE BUSINESS NEWS	1,508	17,918	19,426	20,995	22,311
PUBLIC RELATIONS JOURNAL	20,675		20,675	20,566	18,019
PUBLIC UTILITIES FORTNIGHTLY	7,117		7,117	7,393	7,396
PUBLISHERS WEEKLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUGET SOUND BUSINESS JOURNAL	14,516		14,516	14,167	14,638
RAILWAY TRACK AND STRUCTURES	7,015		7,015	7,146	7,819
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,045	20,045	20,084	20,288
RSC REFRIGERATION SERVICE & CONTRACTING	37,394		37,394	34,276	33,461
RESTAURANTS & INSTITUTIONS		140,589	140,589	139,507	138,810
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROOFING/SIDING/INSULATION	3,643	16,593	20,236	20,529	20,929
ROUGH NOTES	18,586	21,557	40,143	19,466	19,843
RUBBER WORLD	3,871	6,339	10,210	10,233	10,169
RURAL ELECTRIFICATION	31,429	932	32,361	31,838	29,504
ST. LOUIS BUSINESS JOURNAL	16,498		16,498	17,072	17,770
SALES & MARKETING MANAGEMENT	62,422		62,422	59,685	57,454
SAN ANTONIO BUSINESS JOURNAL	7,562		7,562	7,367	7,084
SAN DIEGO BUSINESS JOURNAL	11,842		11,842	10,889	14,890
SAN FRANCISCO BUSINESS TIMES	11,656	4,783	16,439	17,898	
SAVINGS INSTITUTIONS	22,643		22,643	25,098	25,120
SCHOLASTIC COACH	28,296	13,251	41,547	41,848	42,012

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
THE SCHOOL ADMINISTRATOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL ARTS	18,976	2,414	21,390	21,874	21,070
SCHOOL BUSINESS AFFAIRS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL LIBRARY JOURNAL	40,631		40,631	41,222	40,189
SCREEN PRINTING	11,494	3,256	14,750	13,000	12,251
SEA POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	1,773	13,856	15,629	15,732	15,364
SEED TRADE NEWS	1,063	1,870	2,933	2,978	3,074
SEED WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SIGNS OF THE TIMES	16,694	1,478	18,172	18,386	17,884
SOUTH FLORIDA BUSINESS JOURNAL	7,446	7,494	14,940	16,100	16,335
SOUTHERN CALIFORNIA HOME & GARDEN (PROFESSIONAL EDITION)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE STANDARD	4,816		4,816	4,843	4,870
SUPERMARKET NEWS	56,776		56,776	57,848	57,250
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		102,167	102,167	96,844	95,500
TENNIS INDUSTRY MAGAZINE	142	20,565	20,707	20,706	20,213
TIRE BUSINESS	6,343	13,849	20,192	15,208	15,557
TOBACCO INTERNATIONAL	1,381	558	1,939	2,009	1,663
TOUR & TRAVEL NEWS		51,616	51,616	51,280	48,087
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	29,247		29,247	28,563	28,907
TRAVEL AGENT MAGAZINE	16,287	36,855	53,142	53,793	44,723
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
TRAVEL WEEKLY	44,508		44,508	44,789	43,040
UNDERWRITERS' REPORT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
UNIX WORLD	50,748		50,748	47,498	40,275
UPSCALE DISCOUNTING	361	11,092	11,453	12,966	12,888
VIDEOGRAPHY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
VISUAL MERCHANDISING + STORE DESIGN	12,725	5,558	18,283	14,642	12,674
WALLCOVERINGS	3,108	13,451	16,559	16,394	16,303
WASHINGTON BUSINESS JOURNAL	14,649		14,649	16,213	18,818
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON TECHNOLOGY	717	26,543	27,260	26,550	24,666
WATER & WASTES DIGEST		95,973	95,973	100,902	81,698
THE WATERWAYS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,304		4,304	4,255	4,299
WICHITA BUSINESS JOURNAL	5,306		5,306	5,305	5,351
WILSON LIBRARY BULLETIN	12,434		12,434	12,698	12,936
WINES & VINES	4,006		4,006	4,196	4,317
WORLD OIL	2,472	35,144	37,616	37,689	37,747
WORLD TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,155		6,155	6,293	6,542
COMMUNITY PUBLICATION RATES AND DATA	1,717		1,717	1,771	1,854
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,227		5,227	5,327	5,516
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
NEWSPAPER RATES AND DATA	5,170		5,170	5,292	5,491
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPECIAL ISSUES '89 (FORMERLY PRINT MEDIA EDITORIAL CALENDARS)	1,095		1,095	1,119	1,234
SPOT RADIO RATES AND DATA	3,529		3,529	3,634	3,751
SPOT TELEVISION RATES AND DATA	3,651		3,651	3,784	3,913
CANADA					
CANADIAN TRAVEL PRESS WEEKLY		19,157	19,157	19,166	18,484
CANADIAN UNDERWRITER	8,044		8,044	7,990	8,021
FINANCE	29,703		29,703	32,357	37,153
INFORMATIQUE & BUREAUTIQUE	11,314	13,323	24,637	21,333	20,742
LES AFFAIRES	84,418		84,418	86,054	90,739
MUNICIPAL WORLD	7,453	2,604	10,057	10,099	10,125
OH&S CANADA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REVUE COMMERCE	38,592		38,592	37,704	37,219
TOURISME +, LE JOURNAL DES VOYAGES	629	5,842	6,471	6,283	5,805
FOREIGN					
WORLD EXECUTIVE'S DIGEST	45,664	13,711	59,375	63,919	63,425

Audit Bureau
of Circulations

Farm Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/88	6/30/88
U.S.					
AGWEEK	24,388	991	25,379	25,086	25,129
AMERICAN AGRICULTURIST	47,348	8,774	56,122	51,443	47,306
AMERICAN VEGETABLE GROWER	26,017	11,137	37,154	37,332	36,552
ARIZONA FARMER-STOCKMAN	3,069		3,069	3,067	3,016
BEEF TODAY		213,232	213,232	200,690	190,027
CALIFORNIA FARMER	52,707	9,873	62,580	51,036	51,319
THE CATTLEMAN	17,741	1,550	19,291	19,255	19,585
COLORADO RANCHER AND FARMER	11,504	5,832	17,336	14,704	12,641
DAIRY TODAY		114,078	114,078	112,547	109,446
DATA TRANSMISSION NETWORK	38,182		38,182	28,276	
DROVERS JOURNAL	27,934	31,397	59,331	58,915	59,969
FARM JOURNAL	553,838	279,655	833,493	836,470	826,365
THE FARMER	106,082	7,774	113,856	112,769	115,077
FARMWEEK	28,435		28,435	27,939	28,044
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,368	500	5,868	5,413	5,389
HBJ FARM PUBLICATIONS UNIT	568,279	76,397	644,676	607,108	590,833
THE HIGH PLAINS JOURNAL	61,830	528	62,358	60,905	60,434
HOARD'S DAIRYMAN	131,206		131,206	135,718	140,234
HOGS TODAY		127,630	127,630	127,172	122,471
IDAHO FARMER-STOCKMAN	14,107	1	14,108	14,312	14,584
KANSAS FARMER	45,697	9,023	54,720	52,705	49,794
KENTUCKY FARMER	23,813	2,954	26,767		30,232
MICHIGAN FARMER	55,885	1,854	57,739	57,119	57,659
MISSOURI RURALIST	63,794	5,478	69,272	66,219	63,536

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/89

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MONTANA FARMER-STOCKMAN	20,697	1	20,698	20,961	21,602
THE NATIONAL FUTURE FARMER	401,023		401,023	402,159	406,334
NEBRASKA FARMER	44,693	7,414	52,107	49,141	46,930
THE OHIO FARMER	78,853	6,585	85,438	82,835	82,282
OKLAHOMA FARMER-STOCKMAN	47,120	8,430	55,550	52,339	51,162
OREGON FARMER-STOCKMAN	14,790	1	14,791	15,124	15,568
PENNSYLVANIA FARMER	60,330	2,726	63,056	62,592	63,567
PRAIRIE FARMER	111,747	56,121	167,868	161,580	145,137
PROGRESSIVE FARMER	400,985	77,709	478,694	489,189	509,170
SUCCESSFUL FARMING	475,099	100,464	575,563	575,517	575,727
TEXAS FARMER-STOCKMAN	107,696	19,182	126,878	118,418	111,943
TOP PRODUCER		221,039	221,039	211,619	202,002
UTAH FARMER-STOCKMAN	6,072	1	6,073	6,089	6,295
WALLACES FARMER	55,198	113,777	168,975	143,987	106,723
WASHINGTON FARMER-STOCKMAN	20,460	1	20,461	20,947	22,367
WESTERN FARMER-STOCKMAN MAGAZINES	79,195	5	79,200	80,500	83,432
WESTERN LIVESTOCK JOURNAL	19,671		19,671	19,585	20,691
WISCONSIN AGRICULTURIST	36,105	12,434	48,539	51,795	49,768
WYOMING STOCKMAN-FARMER	3,137	777	3,914	4,008	5,462
CANADA					
CATTLEMEN	39,602		39,602	37,240	38,765
COUNTRY GUIDE	187,663		187,663	196,867	213,722
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	65,238		65,238	64,402	66,086

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AVERAGES FOR 6 MONTHS ENDED 6/30/89

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LA TERRE DE CHEZ NOUS	44,724		44,724	45,403	45,867
LE BULLETIN DES AGRICULTEURS	68,265		68,265	73,768	77,729
ONTARIO FARMER	36,925	642	37,567	37,317	
THE WESTERN PRODUCER	134,602		134,602	131,142	131,187

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	1	1,939	526	3
NEW HAMPSHIRE		1,284	215	2
VERMONT		1,938	122	4
MASSACHUSETTS	3	2,353	867	9
RHODE ISLAND		337	123	1
CONNECTICUT	1	1,936	431	15
NEW ENGLAND	**5**	**9,787**	**2,284**	**34**
NEW YORK	18	27,680	2,207	29
NEW JERSEY	8	3,020	1,217	13
PENNSYLVANIA	7	5,108	2,797	36
MIDDLE ATLANTIC	**33**	**35,808**	**6,221**	**78**
OHIO	7		1,902	41
INDIANA	6		783	24
ILLINOIS	28		1,177	44
MICHIGAN	12		1,794	28
WISCONSIN	33		988	40
EAST NO. CENTRAL	**86**		**6,644**	**177**
MINNESOTA	8,294		853	50
IOWA	41		502	35
MISSOURI	17		658	27
NORTH DAKOTA	10,859		257	12
SOUTH DAKOTA	2,771		78	10
NEBRASKA	21		187	25
KANSAS	16		366	44
WEST NO. CENTRAL	**22,019**		**2,901**	**203**
DELAWARE	6		150	1
MARYLAND	4		606	6
DISTRICT OF COLUMBIA	16		44	1
VIRGINIA	9		765	10
WEST VIRGINIA	1		224	5
NORTH CAROLINA	4		861	12
SOUTH CAROLINA			326	10
GEORGIA	6		432	9
FLORIDA	5		1,477	6
SOUTH ATLANTIC	**51**		**4,885**	**60**
KENTUCKY			491	5
TENNESSEE	2		537	24
ALABAMA			311	15
MISSISSIPPI			211	6
EAST SO. CENTRAL	**2**		**1,550**	**50**
ARKANSAS	6		271	7
LOUISIANA			313	6
OKLAHOMA	3		307	21
TEXAS	15		1,177	50
WEST SO. CENTRAL	**24**		**2,068**	**84**
MONTANA	2,679		115	22
IDAHO	1		807	13
WYOMING	21		36	4
COLORADO	15		466	25
NEW MEXICO	2		223	73
ARIZONA	25		587	1,799
UTAH	2		157	15
NEVADA			67	12
MOUNTAIN	**2,745**		**2,458**	**1,963**
ALASKA	7		92	
WASHINGTON	14		669	26
OREGON	7		737	17
CALIFORNIA	35		6,077	319
HAWAII			261	2
PACIFIC	**63**		**7,836**	**364**
MISCELLANEOUS		828		
UNCLASSIFIED				
UNITED STATES	**25,028**	**46,423**	**36,847**	**3,013**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**25,028**	**46,423**	**36,847**	**3,013**
CANADA	254		977	1
FOREIGN	1	61	1,206	2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**25,283**	**46,484**	**39,030**	**3,016**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	BEEF TODAY	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE	105			
NEW HAMPSHIRE	45		1	
VERMONT	94		2	
MASSACHUSETTS	88		4	
RHODE ISLAND	9			
CONNECTICUT	81		7	
NEW ENGLAND	**422**		**14**	
NEW YORK	921		12	
NEW JERSEY	142		9	
PENNSYLVANIA	2,043		9	
MIDDLE ATLANTIC	**3,106**		**30**	
OHIO	3,379		24	
INDIANA	4,314		29	
ILLINOIS	8,928		60	
MICHIGAN	2,095		29	
WISCONSIN	3,249		16	
EAST NO. CENTRAL	**21,965**		**158**	
MINNESOTA	6,368		37	
IOWA	18,333		24	
MISSOURI	14,191		81	
NORTH DAKOTA	8,120		6	
SOUTH DAKOTA	12,052		12	
NEBRASKA	17,679		26	95
KANSAS	16,698		76	311
WEST NO. CENTRAL	**93,441**		**262**	**406**
DELAWARE	51		2	
MARYLAND	461		13	
DISTRICT OF COLUMBIA	9		15	
VIRGINIA	4,078		29	
WEST VIRGINIA	1,062		1	
NORTH CAROLINA	2,430		29	
SOUTH CAROLINA	1,280		9	
GEORGIA	3,899		26	
FLORIDA	1,971		79	
SOUTH ATLANTIC	**15,241**		**203**	
KENTUCKY	5,409		16	
TENNESSEE	4,652		44	
ALABAMA	3,943		36	
MISSISSIPPI	2,678		46	
EAST SO. CENTRAL	**16,682**		**142**	
ARKANSAS	3,650		92	
LOUISIANA	1,714		147	
OKLAHOMA	11,032		912	
TEXAS	18,207		16,286	
WEST SO. CENTRAL	**34,603**		**17,437**	
MONTANA	7,415		12	
IDAHO	3,485		4	
WYOMING	2,687		19	237
COLORADO	5,699		52	16,209
NEW MEXICO	1,183		125	76
ARIZONA	500	459	67	
UTAH	1,626		7	
NEVADA	519	1,002	2	
MOUNTAIN	**23,114**	**1,461**	**288**	**16,522**
ALASKA	28	14	5	
WASHINGTON	2,222		17	
OREGON	2,532	277	12	
CALIFORNIA	3,128	59,839	73	
HAWAII	21	82	16	
PACIFIC	**7,931**	**60,212**	**123**	
MISCELLANEOUS		918		289
UNCLASSIFIED				
UNITED STATES	**216,505**	**62,591**	**18,657**	**17,217**
POSSESSIONS & OTHER AREAS		3	6	
U. S. & POSSESSIONS, ETC.	**216,505**	**62,594**	**18,663**	**17,217**
CANADA		10	33	
FOREIGN		41	397	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			3	
GRAND TOTAL	**216,505**	**62,645**	**19,096**	**17,217**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL	FARM JOURNAL
MAINE	586	1	43	1,711
NEW HAMPSHIRE	303	1	16	709
VERMONT	1,828		44	2,277
MASSACHUSETTS	466	2	51	1,359
RHODE ISLAND	41		10	160
CONNECTICUT	469		52	1,328
NEW ENGLAND	**3,693**	**4**	**216**	**7,544**
NEW YORK	9,934	16	488	17,803
NEW JERSEY	397	4	71	2,270
PENNSYLVANIA	9,502	36	580	25,068
MIDDLE ATLANTIC	**19,833**	**56**	**1,139**	**45,141**
OHIO	4,947	2,163	1,584	38,896
INDIANA	2,524	4,352	1,795	38,805
ILLINOIS	3,436	6,990	3,718	65,101
MICHIGAN	4,970	745	789	25,120
WISCONSIN	24,935	345	869	39,209
EAST NO. CENTRAL	**40,812**	**14,595**	**8,755**	**207,131**
MINNESOTA	12,146	4,132	1,725	52,953
IOWA	4,927	8,594	5,431	80,049
MISSOURI	2,573	1,837	3,627	39,771
NORTH DAKOTA	1,332	300	1,128	21,862
SOUTH DAKOTA	2,064	782	2,638	23,019
NEBRASKA	1,653	5,402	4,397	44,562
KANSAS	1,495	2,187	2,922	39 654
WEST NO. CENTRAL	**26,190**	**23,234**	**21,868**	**301,870**
DELAWARE	125	7	20	1,398
MARYLAND	1,209	2	158	5,245
DISTRICT OF COLUMBIA	1		47	59
VIRGINIA	1,757	53	897	11,332
WEST VIRGINIA	325	3	415	3,292
NORTH CAROLINA	1,269	85	454	16,797
SOUTH CAROLINA	358	30	340	5,447
GEORGIA	763	104	755	12,081
FLORIDA	401	33	792	4,916
SOUTH ATLANTIC	**6,208**	**317**	**3,878**	**60,567**
KENTUCKY	2,038	208	1,527	14,768
TENNESSEE	1,758	115	1,191	14,721
ALABAMA	372	33	693	8,924
MISSISSIPPI	559	91	436	8,150
EAST SO. CENTRAL	**4,727**	**447**	**3,847**	**46,563**
ARKANSAS	520	172	875	11,599
LOUISIANA	500	29	424	6,486
OKLAHOMA	759	263	2,078	18,959
TEXAS	1,475	803	4,086	36,789
WEST SO. CENTRAL	**3,254**	**1,267**	**7,463**	**73,833**
MONTANA	341	146	2,011	12,755
IDAHO	1,280	22	1,338	10,041
WYOMING	89	29	1,004	3,898
COLORADO	579	241	1,842	12,536
NEW MEXICO	111	50	752	2,436
ARIZONA	150	172	492	2,088
UTAH	867	10	810	3,448
NEVADA	69	4	394	907
MOUNTAIN	**3,486**	**674**	**8,643**	**48,109**
ALASKA	16		21	143
WASHINGTON	1,475	19	620	11,063
OREGON	692	15	1,190	8,096
CALIFORNIA	2,480	102	1,387	15,488
HAWAII	15		36	109
PACIFIC	**4,678**	**136**	**3,254**	**34,899**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**112,881**	**40,730**	**59,063**	**825,657**
POSSESSIONS & OTHER AREAS			14	11
U. S. & POSSESSIONS, ETC.	**112,881**	**40,730**	**59,077**	**825,668**
CANADA			172	142
FOREIGN			20	217
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			7	41
GRAND TOTAL	**112,881**	**40,730**	**59,276**	**826,068**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FARMER	FARMWEEK	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*
MAINE		7		
NEW HAMPSHIRE		4		
VERMONT		2	1	
MASSACHUSETTS		11	5	
RHODE ISLAND		2		
CONNECTICUT		13		
NEW ENGLAND		**39**	**6**	
NEW YORK		49	5	
NEW JERSEY		5	5	
PENNSYLVANIA		85	8	
MIDDLE ATLANTIC		**139**	**18**	
OHIO		5,224	6	
INDIANA		18,718	4	
ILLINOIS		444	12	
MICHIGAN		199	4	
WISCONSIN		39	6	
EAST NO. CENTRAL		**24,624**	**32**	
MINNESOTA	65,600	40	1	
IOWA		45	5	
MISSOURI		28	18	
NORTH DAKOTA	24,557	8		
SOUTH DAKOTA	21,201	23	1	
NEBRASKA		17	6	
KANSAS		21	4	
WEST NO. CENTRAL	**111,358**	**182**	**35**	
DELAWARE				
MARYLAND		11	7	
DISTRICT OF COLUMBIA		2	6	
VIRGINIA		33	19	
WEST VIRGINIA		69	2	
NORTH CAROLINA		33	7	
SOUTH CAROLINA		7	13	
GEORGIA		16	102	
FLORIDA		39	5,548	
SOUTH ATLANTIC		**210**	**5,704**	
KENTUCKY		2,433	4	
TENNESSEE		515	14	
ALABAMA		29	33	
MISSISSIPPI		12	10	
EAST SO. CENTRAL		**2,989**	**61**	
ARKANSAS		4	3	
LOUISIANA		7	8	
OKLAHOMA		9	6	
TEXAS		26	29	
WEST SO. CENTRAL		**46**	**46**	
MONTANA		7	1	
IDAHO			1	
WYOMING		4	1	
COLORADO		12	10	
NEW MEXICO		2	2	
ARIZONA		4	5	
UTAH		3	2	
NEVADA		1	2	
MOUNTAIN		**33**	**24**	
ALASKA			2	
WASHINGTON		9		
OREGON		3	1	
CALIFORNIA		24	10	
HAWAII		1	3	
PACIFIC		**37**	**16**	
MISCELLANEOUS				
UNCLASSIFIED	1,357			
UNITED STATES	**112,715**	**28,299**	**5,942**	
POSSESSIONS & OTHER AREAS			13	
U. S. & POSSESSIONS, ETC.	**112,715**	**28,299**	**5,955**	
CANADA	37	1	4	
FOREIGN	1		23	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	6			
GRAND TOTAL	**112,759**	**28,300**	**5,982**	

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	HOGS TODAY	IDAHO FARMER-STOCKMAN
MAINE	5	724	30	
NEW HAMPSHIRE	1	557	16	1
VERMONT	1	2,099	43	
MASSACHUSETTS	11	880	54	1
RHODE ISLAND		97	2	
CONNECTICUT	14	813	35	1
NEW ENGLAND	**32**	**5,170**	**180**	**3**
NEW YORK	43	11,206	419	3
NEW JERSEY	27	563	88	2
PENNSYLVANIA	48	10,039	1,855	2
MIDDLE ATLANTIC	**118**	**21,808**	**2,362**	**7**
OHIO	72	6,466	5,624	4
INDIANA	75	3,302	9,550	2
ILLINOIS	165	3,684	13,842	6
MICHIGAN	35	5,333	2,559	2
WISCONSIN	70	22,443	3,780	4
EAST NO. CENTRAL	**417**	**41,228**	**35,355**	**18**
MINNESOTA	162	11,297	11,969	7
IOWA	953	4,755	32,642	3
MISSOURI	4,199	3,881	7,600	1
NORTH DAKOTA	202	904	1,058	4
SOUTH DAKOTA	753	1,254	5,407	1
NEBRASKA	9,687	1,591	10,499	1
KANSAS	22,678	2,270	4,103	2
WEST NO. CENTRAL	**38,634**	**25,952**	**73,278**	**19**
DELAWARE	8	155	117	
MARYLAND	18	1,615	372	1
DISTRICT OF COLUMBIA	10	54	4	1
VIRGINIA	63	2,021	763	3
WEST VIRGINIA	8	407	130	
NORTH CAROLINA	35	1,280	2,051	2
SOUTH CAROLINA	16	422	681	
GEORGIA	20	996	1,846	2
FLORIDA	42	909	372	4
SOUTH ATLANTIC	**220**	**7,859**	**6,336**	**13**
KENTUCKY	31	3,506	1,731	1
TENNESSEE	50	2,322	1,665	2
ALABAMA	22	462	734	1
MISSISSIPPI	45	807	337	
EAST SO. CENTRAL	**148**	**7,097**	**4,467**	**4**
ARKANSAS	216	1,211	395	1
LOUISIANA	45	653	105	1
OKLAHOMA	8,795	1,302	496	1
TEXAS	5,251	2,884	1,000	9
WEST SO. CENTRAL	**14,307**	**6,050**	**1,996**	**12**
MONTANA	150	267	567	122
IDAHO	84	815	269	13,186
WYOMING	372	92	104	45
COLORADO	6,160	586	665	9
NEW MEXICO	620	212	45	1
ARIZONA	96	276	130	19
UTAH	53	476	86	107
NEVADA	30	86	33	79
MOUNTAIN	**7,565**	**2,810**	**1,899**	**13,568**
ALASKA	14	60	8	9
WASHINGTON	62	1,843	242	117
OREGON	71	784	218	175
CALIFORNIA	211	2,766	527	59
HAWAII	1	39	22	1
PACIFIC	**359**	**5,492**	**1,017**	**361**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**61,800**	**123,466**	**126,890**	**14,005**
POSSESSIONS & OTHER AREAS		196		
U. S. & POSSESSIONS, ETC.	**61,800**	**123,662**	**126,890**	**14,005**
CANADA	50	5,076		4
FOREIGN	22	2,164		2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		41		
GRAND TOTAL	**61,872**	**130,943**	**126,890**	**14,011**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	KANSAS FARMER	THE KENTUCKY FARMER	MICHIGAN FARMER	MISSOURI RURALIST
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS		1		
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND		1		
NEW YORK		13		
NEW JERSEY		2		
PENNSYLVANIA		3		
MIDDLE ATLANTIC		18		
OHIO		124		
INDIANA		121		
ILLINOIS		48		
MICHIGAN		15	57,359	
WISCONSIN		4		
EAST NO. CENTRAL		312	57,359	
MINNESOTA		5		
IOWA		5		
MISSOURI		35		68,609
NORTH DAKOTA		1		
SOUTH DAKOTA		1		
NEBRASKA				
KANSAS	53,710	2		
WEST NO. CENTRAL	53,710	49		68,609
DELAWARE		1		
MARYLAND		12		
DISTRICT OF COLUMBIA		2		
VIRGINIA		30		
WEST VIRGINIA		24		
NORTH CAROLINA		19		
SOUTH CAROLINA		6		
GEORGIA		6		
FLORIDA		41		
SOUTH ATLANTIC		141		
KENTUCKY		24,558		
TENNESSEE		145		
ALABAMA		9		
MISSISSIPPI		1		
EAST SO. CENTRAL		24,713		
ARKANSAS		3		
LOUISIANA		1		
OKLAHOMA		1		
TEXAS		15		
WEST SO. CENTRAL		20		
MONTANA				
IDAHO		1		
WYOMING				
COLORADO		2		
NEW MEXICO				
ARIZONA		5		
UTAH		1		
NEVADA				
MOUNTAIN		9		
ALASKA		1		
WASHINGTON		1		
OREGON		2		
CALIFORNIA		10		
HAWAII		1		
PACIFIC		15		
MISCELLANEOUS	1,007		673	1,095
UNCLASSIFIED				
UNITED STATES	54,717	25,278	58,032	69,704
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	54,717	25,278	58,032	69,704
CANADA		28		
FOREIGN				
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	54,717	25,306	58,032	69,704

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	MONTANA FARMER-STOCKMAN	THE NATIONAL FUTURE FARMER	NEBRASKA FARMER	THE OHIO FARMER
MAINE	3	229		
NEW HAMPSHIRE		762		
VERMONT		522		
MASSACHUSETTS	1	1,017		
RHODE ISLAND		231		
CONNECTICUT	5	1,496		
NEW ENGLAND	**9**	**4,257**		
NEW YORK	9	5,035		
NEW JERSEY	3	1,897		
PENNSYLVANIA	3	9,177		
MIDDLE ATLANTIC	**15**	**16,109**		
OHIO	6	17,869		84,309
INDIANA	7	8,952		
ILLINOIS	16	13,299		
MICHIGAN	6	5,969		
WISCONSIN	6	17,607		
EAST NO. CENTRAL	**41**	**63,696**		**84,309**
MINNESOTA	31	10,753		
IOWA	15	11,118	146	
MISSOURI	12	15,099		
NORTH DAKOTA	92	4,752		
SOUTH DAKOTA	59	3,208	117	
NEBRASKA	15	6,351	51,711	
KANSAS	12	6,536	295	
WEST NO. CENTRAL	**236**	**57,817**	**52,269**	
DELAWARE		994		
MARYLAND	2	1,939		
DISTRICT OF COLUMBIA	3	196		
VIRGINIA	1	13,615		
WEST VIRGINIA		4,994		
NORTH CAROLINA	8	15,836		
SOUTH CAROLINA	2	5,029		
GEORGIA	4	11,457		
FLORIDA	10	10,671		
SOUTH ATLANTIC	**30**	**64,731**		
KENTUCKY	3	11,878		
TENNESSEE	3	12,367		
ALABAMA	5	22,643		
MISSISSIPPI	1	7,554		
EAST SO. CENTRAL	**12**	**54,442**		
ARKANSAS	1	12,132		
LOUISIANA		9,418		
OKLAHOMA	7	17,825		
TEXAS	12	49,855		
WEST SO. CENTRAL	**20**	**89,230**		
MONTANA	18,233	1,902		
IDAHO	97	3,231		
WYOMING	1,454	1,351	68	
COLORADO	29	2,550	523	
NEW MEXICO	6	3,126		
ARIZONA	33	2,912		
UTAH	12	2,366		
NEVADA	24	513		
MOUNTAIN	**19,888**	**17,951**	**591**	
ALASKA	15	171		
WASHINGTON	177	6,879		
OREGON	77	3,350		
CALIFORNIA	48	27,997		
HAWAII	2	132		
PACIFIC	**319**	**38,529**		
MISCELLANEOUS			464	1,172
UNCLASSIFIED				
UNITED STATES	**20,570**	**406,762**	**53,324**	**85,481**
POSSESSIONS & OTHER AREAS		1,754		
U. S. & POSSESSIONS, ETC.	**20,570**	**408,516**	**53,324**	**85,481**
CANADA	18	7		
FOREIGN	2	38		
UNCLASSIFIED	2			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**20,592**	**408,561**	**53,324**	**85,481**

	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE		1		4
NEW HAMPSHIRE		1		3
VERMONT				2
MASSACHUSETTS				9
RHODE ISLAND				1
CONNECTICUT		2		7
NEW ENGLAND		4		26
NEW YORK		8		71
NEW JERSEY		2	2,482	30
PENNSYLVANIA		1	51,158	118
MIDDLE ATLANTIC		11	53,640	219
OHIO		1		21,507
INDIANA		1		50,991
ILLINOIS		5		87,041
MICHIGAN				12,918
WISCONSIN		6		601
EAST NO. CENTRAL		13		173,058
MINNESOTA		5		66
IOWA		3		131
MISSOURI		1		581
NORTH DAKOTA		1		5
SOUTH DAKOTA		1		8
NEBRASKA		2		20
KANSAS		3		26
WEST NO. CENTRAL		16		837
DELAWARE			782	6
MARYLAND		1	5,772	30
DISTRICT OF COLUMBIA				11
VIRGINIA		3		53
WEST VIRGINIA			3,359	6
NORTH CAROLINA		2		31
SOUTH CAROLINA				16
GEORGIA		3		28
FLORIDA		2		300
SOUTH ATLANTIC		11	9,913	481
KENTUCKY				742
TENNESSEE		1		129
ALABAMA		3		28
MISSISSIPPI				20
EAST SO. CENTRAL		4		919
ARKANSAS	146	1		29
LOUISIANA				11
OKLAHOMA	55,239	1		28
TEXAS		7		100
WEST SO. CENTRAL	55,385	9		168
MONTANA		38		10
IDAHO		62		5
WYOMING		2		5
COLORADO		5		56
NEW MEXICO		3		12
ARIZONA		10		74
UTAH		7		8
NEVADA		51		9
MOUNTAIN		178		179
ALASKA		15		4
WASHINGTON		155		18
OREGON		14,067		7
CALIFORNIA		67		131
HAWAII				4
PACIFIC		14,304		164
MISCELLANEOUS	1,258		823	
UNCLASSIFIED				
UNITED STATES	56,643	14,550	64,376	176,051
POSSESSIONS&OTHERAREAS				18
OREGON		14,067		7
CALIFORNIA		67		131
HAWAII				4
PACIFIC				
U. S. & POSSESSIONS, ETC.	56,643	14,550	64,376	176,051
CANADA		1		43
FOREIGN		1		
UNCLASSIFIED		1		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	56,643	14,553	64,376	176,094

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER
MAINE		330		93
NEW HAMPSHIRE		104		39
VERMONT		483		166
MASSACHUSETTS		453		64
RHODE ISLAND		31		6
CONNECTICUT		414		118
NEW ENGLAND		**1,815**		**486**
NEW YORK		8,965		2,381
NEW JERSEY		905		271
PENNSYLVANIA		11,658		1,909
MIDDLE ATLANTIC		**21,528**		**4,561**
OHIO	5,548	28,196		7,763
INDIANA	5,024	34,437		11,519
ILLINOIS	6,822	61,897		23,079
MICHIGAN	537	19,773		5,323
WISCONSIN	555	31,600		5,051
EAST NO. CENTRAL	**18,486**	**175,903**		**52,735**
MINNESOTA	351	48,283		13,837
IOWA	2,924	58,044		22,653
MISSOURI	15,312	30,685		9,949
NORTH DAKOTA		22,807		10,287
SOUTH DAKOTA		23,638		10,768
NEBRASKA	535	31,456		17,552
KANSAS	8,100	27,186		15,161
WEST NO. CENTRAL	**27,222**	**242,099**		**100,207**
DELAWARE	1,383	728		373
MARYLAND	6,546	2,012		977
DISTRICT OF COLUMBIA	63	59		4
VIRGINIA	24,116	3,571		1,576
WEST VIRGINIA	7,064	309		166
NORTH CAROLINA	42,824	9,244		2,865
SOUTH CAROLINA	14,975	4,899		1,324
GEORGIA	30,171	10,822		2,439
FLORIDA	15,996	3,257		694
SOUTH ATLANTIC	**143,138**	**34,901**		**10,418**
KENTUCKY	26,463	6,389		2,494
TENNESSEE	33,658	8,734		2,479
ALABAMA	29,024	7,373		1,525
MISSISSIPPI	27,596	6,108		2,694
EAST SO. CENTRAL	**116,741**	**28,604**		**9,192**
ARKANSAS	26,990	7,554		4,049
LOUISIANA	19,669	3,805	69	2,146
OKLAHOMA	28,283	5,365		6,295
TEXAS	90,222	21,091	124,090	11,134
WEST SO. CENTRAL	**165,164**	**37,815**	**124,159**	**23,624**
MONTANA		7,638		5,369
IDAHO		3,792		2,525
WYOMING		2,487		1,175
COLORADO	576	8,048		4,237
NEW MEXICO	3,124	254	3,451	629
ARIZONA	2,027	705		426
UTAH		765		664
NEVADA		294		261
MOUNTAIN	**5,727**	**23,983**	**3,451**	**15,286**
ALASKA	33	192		21
WASHINGTON		4,068		2,487
OREGON		3,795		1,460
CALIFORNIA	798	1,933		2,780
HAWAII	13	67		8
PACIFIC	**844**	**9,965**		**6,756**
MISCELLANEOUS	941		1,038	
UNCLASSIFIED				
UNITED STATES	**478,263**	**576,613**	**128,648**	**223,265**
POSSESSIONS & OTHER AREAS	4	6		
U. S. & POSSESSIONS, ETC.	**478,267**	**576,619**	**128,648**	**223,265**
CANADA	34	364		
FOREIGN	200	307		
UNCLASSIFIED	98			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		50		
GRAND TOTAL	**478,599**	**577,340**	**128,648**	**223,265**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	UTAH FARMER-STOCKMAN	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES
MAINE				7
NEW HAMPSHIRE		2	2	6
VERMONT				4
MASSACHUSETTS		6		11
RHODE ISLAND			1	2
CONNECTICUT	1	8	2	26
NEW ENGLAND	**1**	**16**	**5**	**56**
NEW YORK	2	28	3	54
NEW JERSEY	2	17	3	25
PENNSYLVANIA	1	25	2	45
MIDDLE ATLANTIC	**5**	**70**	**8**	**124**
OHIO		49	2	54
INDIANA		31		34
ILLINOIS	3	388	10	84
MICHIGAN	1	42		37
WISCONSIN	2	97	2	60
EAST NO. CENTRAL	**6**	**607**	**14**	**269**
MINNESOTA	2	27,377	7	102
IOWA	1	80,544	6	63
MISSOURI	3	18,122	8	52
NORTH DAKOTA		4,452	1	110
SOUTH DAKOTA		10,003	1	72
NEBRASKA	2	22,130	3	48
KANSAS		10,866	2	63
WEST NO. CENTRAL	**8**	**173,494**	**28**	**510**
DELAWARE		3		1
MARYLAND	2	21	3	15
DISTRICT OF COLUMBIA		7	2	7
VIRGINIA		15	2	19
WEST VIRGINIA		1		5
NORTH CAROLINA	2	12	2	28
SOUTH CAROLINA	1	5		13
GEORGIA	1	15		19
FLORIDA	1	57	2	25
SOUTH ATLANTIC	**7**	**136**	**11**	**132**
KENTUCKY	1	14		10
TENNESSEE		14	2	32
ALABAMA		3		24
MISSISSIPPI		3		7
EAST SO. CENTRAL	**1**	**34**	**2**	**73**
ARKANSAS		43	1	11
LOUISIANA	3	4	1	11
OKLAHOMA	2	21	1	33
TEXAS	6	77	7	91
WEST SO. CENTRAL	**11**	**145**	**10**	**146**
MONTANA	12	8	93	18,520
IDAHO	17	5	121	13,496
WYOMING	151	5	8	1,664
COLORADO	13	62	4	85
NEW MEXICO	3	14		86
ARIZONA	14	85	9	1,884
UTAH	5,602	6	13	5,756
NEVADA	124	11	7	297
MOUNTAIN	**5,936**	**196**	**255**	**41,788**
ALASKA	2	3	13	54
WASHINGTON	10	22	19,791	20,276
OREGON	5	14	107	14,448
CALIFORNIA	30	166	46	569
HAWAII			2	7
PACIFIC	**47**	**205**	**19,959**	**35,354**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**6,022**	**174,903**	**20,292**	**78,452**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**6,022**	**174,903**	**20,292**	**78,452**
CANADA	2	17	5	31
FOREIGN	1		1	9
UNCLASSIFIED			2	5
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**6,025**	**174,920**	**20,300**	**78,497**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE	5	1	
NEW HAMPSHIRE	7	1	
VERMONT	2	2	
MASSACHUSETTS	12	3	
RHODE ISLAND			
CONNECTICUT	11	2	
NEW ENGLAND	**37**	**9**	
NEW YORK	29	6	
NEW JERSEY	13	2	
PENNSYLVANIA	40	5	
MIDDLE ATLANTIC	**82**	**13**	
OHIO	65	4	
INDIANA	61	14	
ILLINOIS	169	280	
MICHIGAN	42	93	
WISCONSIN	45	50,314	
EAST NO. CENTRAL	**382**	**50,705**	
MINNESOTA	118	116	
IOWA	248	52	
MISSOURI	226	11	
NORTH DAKOTA	196	3	
SOUTH DAKOTA	318	2	23
NEBRASKA	640	6	97
KANSAS	591	4	
WEST NO. CENTRAL	**2,337**	**194**	**120**
DELAWARE	2		
MARYLAND	14	3	
DISTRICT OF COLUMBIA	10	2	
VIRGINIA	26	3	
WEST VIRGINIA	6	2	
NORTH CAROLINA	34	4	
SOUTH CAROLINA	13		
GEORGIA	37	6	
FLORIDA	55	33	
SOUTH ATLANTIC	**197**	**53**	
KENTUCKY	35	2	
TENNESSEE	55	8	
ALABAMA	48		
MISSISSIPPI	26	1	
EAST SO. CENTRAL	**164**	**11**	
ARKANSAS	82	12	
LOUISIANA	48	3	
OKLAHOMA	657	2	
TEXAS	1,101	9	
WEST SO. CENTRAL	**1,888**	**26**	
MONTANA	677		25
IDAHO	824	2	
WYOMING	612	2	3,065
COLORADO	1,351	7	117
NEW MEXICO	374	6	
ARIZONA	585	23	
UTAH	555	4	7
NEVADA	749	3	
MOUNTAIN	**5,727**	**47**	**3,214**
ALASKA	18	1	
WASHINGTON	715	8	
OREGON	1,783	3	
CALIFORNIA	5,805	20	
HAWAII	25	1	
PACIFIC	**8,346**	**33**	
MISCELLANEOUS			
UNCLASSIFIED			184
UNITED STATES	**19,160**	**51,091**	**3,518**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**19,160**	**51,091**	**3,518**
CANADA	175	2	
FOREIGN	18		
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**19,353**	**51,093**	**3,518**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,711	1,711		
NEW HAMPSHIRE	709	709		
VERMONT	2,277	2,277		
MASSACHUSETTS	1,359	1,359		
RHODE ISLAND	160	160		
CONNECTICUT	1,328	1,328		
NEW ENGLAND	**7,544**	**7,544**		
NEW YORK	17,803	17,803		
NEW JERSEY	2,270	2,270		
PENNSYLVANIA	25,068	25,068		
MIDDLE ATLANTIC	**45,141**	**45,141**		
OHIO	38,896	38,896		
INDIANA	38,805	38,805		
ILLINOIS	65,101	65,101		
MICHIGAN	25,120	25,120		
WISCONSIN	39,209	39,209		
EAST NO. CENTRAL	**207,131**	**207,131**		
MINNESOTA	52,953	52,953		52,953
IOWA	80,049	80,049		
MISSOURI	39,771	39,771		
NORTH DAKOTA	21,862	21,862		21,862
SOUTH DAKOTA	23,019	23,019		23,019
NEBRASKA	44,562	44,562		44,562
KANSAS	39,654	39,654		39,654
WEST NO. CENTRAL	**301,870**	**301,870**		**182,050**
DELAWARE	1,398	1,398		
MARYLAND	5,245	5,245		
DISTRICT OF COLUMBIA	59	59		
VIRGINIA	11,332		11,332	
WEST VIRGINIA	3,292		3,292	
NORTH CAROLINA	16,797		16,797	
SOUTH CAROLINA	5,447		5,447	
GEORGIA	12,081		12,081	
FLORIDA	4,916		4,916	
SOUTH ATLANTIC	**60,567**	**6,702**	**53,865**	
KENTUCKY	14,768		14,768	
TENNESSEE	14,721		14,721	
ALABAMA	8,924		8,924	
MISSISSIPPI				
EAST SO. CENTRAL	**38,413**		**38,413**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,959
TEXAS				36,789
WEST SO. CENTRAL				**55,748**
MONTANA				12,755
IDAHO				10,041
WYOMING				3,898
COLORADO	12,536	12,536		12,536
NEW MEXICO				2,436
ARIZONA				
UTAH				3,448
NEVADA				
MOUNTAIN	**12,536**	**12,536**		**45,114**
ALASKA				143
WASHINGTON				11,063
OREGON				8,096
CALIFORNIA				
HAWAII				
PACIFIC				**19,302**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**573,202**	**580,924**	**92,278**	**302,214**
POSSESSIONS & OTHER AREAS	11	11		11
U. S. & POSSESSIONS, ETC.	**573,213**	**580,935**	**92,278**	**302,225**
CANADA	142	142		142
FOREIGN	217	217		217
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	41	41		41
GRAND TOTAL	**573,613**	**581,335**	**92,278**	**302,625**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,270		2,270	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,270**		**2,270**	
OHIO	38,896	38,896		
INDIANA	38,805	38,805		
ILLINOIS	65,101	65,101		
MICHIGAN	25,120	25,120		
WISCONSIN				
EAST NO. CENTRAL	**167,922**	**167,922**		
MINNESOTA	52,953	52,953		
IOWA	80,049	80,049		
MISSOURI	39,771	39,771		39,771
NORTH DAKOTA	21,862	21,862		21,862
SOUTH DAKOTA	23,019	23,019		23,019
NEBRASKA	44,562	44,562		44,562
KANSAS	39,654	39,654		39,654
WEST NO. CENTRAL	**301,870**	**301,870**		**168,868**
DELAWARE	1,398		1,398	
MARYLAND	5,245		5,245	
DISTRICT OF COLUMBIA	59		59	
VIRGINIA	11,332		11,332	
WEST VIRGINIA	3,292		3,292	
NORTH CAROLINA	16,797		16,797	
SOUTH CAROLINA	5,447		5,447	
GEORGIA	12,081		12,081	
FLORIDA	4,916		4,916	
SOUTH ATLANTIC	**60,567**		**60,567**	
KENTUCKY	14,768		14,768	
TENNESSEE	14,721		14,721	
ALABAMA	8,924		8,924	
MISSISSIPPI	8,150		8,150	8,150
EAST SO. CENTRAL	**46,563**		**46,563**	**8,150**
ARKANSAS	11,599		11,599	11,599
LOUISIANA	6,486		6,486	6,486
OKLAHOMA				18,959
TEXAS				36,789
WEST SO. CENTRAL	**18,085**		**18,085**	**73,833**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,536
NEW MEXICO				2,436
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,972**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**597,277**	**469,792**	**127,485**	**265,823**
POSSESSIONS & OTHER AREAS	11	11		
U. S. & POSSESSIONS, ETC.	**597,288**	**469,803**	**127,485**	**265,823**
CANADA	142	142		
FOREIGN	217	217		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	41	41		
GRAND TOTAL	**597,688**	**470,203**	**127,485**	**265,823**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL COTTON TODAY		
	PAID	NON-PAID	TOTAL
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI	537	679	1,216
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL	**537**	**679**	**1,216**
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA	717	378	1,095
SOUTH CAROLINA	366	341	707
GEORGIA	848	616	1,464
FLORIDA	132	60	192
SOUTH ATLANTIC	**2,063**	**1,395**	**3,458**
KENTUCKY			
TENNESSEE	1,033	831	1,864
ALABAMA	732	662	1,394
MISSISSIPPI	1,084	1,689	2,773
EAST SO. CENTRAL	**2,849**	**3,182**	**6,031**
ARKANSAS	674	1,086	1,760
LOUISIANA	546	1,033	1,579
OKLAHOMA	1,014	1,200	2,214
TEXAS	4,463	6,491	10,954
WEST SO. CENTRAL	**6,697**	**9,810**	**16,507**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO	239	259	498
ARIZONA	336	380	716
UTAH			
NEVADA	4	1	5
MOUNTAIN	**579**	**640**	**1,219**
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA	1,338	1,168	2,506
HAWAII	2	1	3
PACIFIC	**1,340**	**1,169**	**2,509**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**14,065**	**16,875**	**30,940**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**14,065**	**16,875**	**30,940**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**14,065**	**16,875**	**30,940**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PAID	FARM JOURNAL WHEAT TODAY NON-PAID	TOTAL
MAINE	36	8	44
NEW HAMPSHIRE	14	2	16
VERMONT	16	3	19
MASSACHUSETTS	9	2	11
RHODE ISLAND			
CONNECTICUT	8	3	11
NEW ENGLAND	**83**	**18**	**101**
NEW YORK	558	205	763
NEW JERSEY	107	38	145
PENNSYLVANIA	462	177	639
MIDDLE ATLANTIC	**1,127**	**420**	**1,547**
OHIO	3,276	1,296	4,572
INDIANA	2,456	1,145	3,601
ILLINOIS	4,346	2,519	6,865
MICHIGAN	1,853	737	2,590
WISCONSIN	474	266	740
EAST NO. CENTRAL	**12,405**	**5,963**	**18,368**
MINNESOTA	4,567	3,281	7,848
IOWA	820	360	1,180
MISSOURI	4,076	2,890	6,966
NORTH DAKOTA	8,502	9,037	17,539
SOUTH DAKOTA	4,837	3,661	8,498
NEBRASKA	5,101	2,900	8,001
KANSAS	15,015	9,373	24,388
WEST NO. CENTRAL	**42,918**	**31,502**	**74,420**
DELAWARE	178	89	267
MARYLAND	453	252	705
DISTRICT OF COLUMBIA	3	1	4
VIRGINIA	590	423	1,013
WEST VIRGINIA	27	16	43
NORTH CAROLINA	1,355	843	2,198
SOUTH CAROLINA	566	545	1,113
GEORGIA	1,074	817	1,891
FLORIDA	220	126	346
SOUTH ATLANTIC	**4,468**	**3,112**	**7,580**
KENTUCKY	949	723	1,672
TENNESSEE	1,085	841	1,926
ALABAMA	502	455	957
MISSISSIPPI	597	776	1,373
EAST SO. CENTRAL	**3,133**	**2,795**	**5,928**
ARKANSAS	1,293	1,887	3,180
LOUISIANA	361	485	846
OKLAHOMA	5,149	5,834	10,983
TEXAS	4,395	6,226	10,621
WEST SO. CENTRAL	**11,198**	**14,432**	**25,630**
MONTANA	3,875	3,455	7,330
IDAHO	1,983	1,586	3,569
WYOMING	429	276	705
COLORADO	3,005	1,678	4,683
NEW MEXICO	371	301	672
ARIZONA	231	177	408
UTAH	310	269	579
NEVADA	48	40	88
MOUNTAIN	**10,252**	**7,782**	**18,034**
ALASKA	15	2	17
WASHINGTON	2,840	1,537	4,377
OREGON	1,245	755	2,000
CALIFORNIA	1,203	956	2,159
HAWAII	9		9
PACIFIC	**5,312**	**3,250**	**8,562**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**90,896**	**69,274**	**160,170**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**90,896**	**69,274**	**160,170**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**90,896**	**69,274**	**160,170**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT PAID		
	HOG	BEEF	DAIRY
MAINE	73	119	114
NEW HAMPSHIRE	34	40	49
VERMONT	61	125	302
MASSACHUSETTS	115	169	206
RHODE ISLAND	9	12	7
CONNECTICUT	78	134	151
NEW ENGLAND	**370**	**599**	**829**
NEW YORK	1,656	3,343	5,123
NEW JERSEY	182	284	217
PENNSYLVANIA	3,632	7,205	5,798
MIDDLE ATLANTIC	**5,470**	**10,832**	**11,138**
OHIO	9,811	13,071	6,332
INDIANA	14,026	15,679	4,711
ILLINOIS	24,471	30,600	8,789
MICHIGAN	5,311	8,253	5,466
WISCONSIN	9,824	20,080	22,217
EAST NO. CENTRAL	**63,443**	**87,683**	**47,515**
MINNESOTA	22,521	26,576	18,652
IOWA	35,536	34,703	8,949
MISSOURI	15,621	23,824	7,583
NORTH DAKOTA	3,816	10,747	2,718
SOUTH DAKOTA	13,088	17,417	8,766
NEBRASKA	13,682	20,815	3,270
KANSAS	14,863	21,473	8,433
WEST NO. CENTRAL	**119,127**	**155,555**	**58,371**
DELAWARE	39	41	31
MARYLAND	94	140	107
DISTRICT OF COLUMBIA	19	22	16
VIRGINIA	186	283	158
WEST VIRGINIA	37	59	36
NORTH CAROLINA	175	214	120
SOUTH CAROLINA	66	80	46
GEORGIA	146	186	92
FLORIDA	260	332	215
SOUTH ATLANTIC	**1,022**	**1,357**	**821**
KENTUCKY	276	411	192
TENNESSEE	255	387	184
ALABAMA	125	191	91
MISSISSIPPI	81	115	66
EAST SO. CENTRAL	**737**	**1,104**	**533**
ARKANSAS	148	230	120
LOUISIANA	58	88	49
OKLAHOMA	248	661	236
TEXAS	552	897	464
WEST SO. CENTRAL	**1,006**	**1,876**	**869**
MONTANA	2,004	5,113	1,031
IDAHO	1,211	2,505	1,090
WYOMING	673	1,862	506
COLORADO	2,229	5,377	1,273
NEW MEXICO	70	146	57
ARIZONA	205	297	118
UTAH	183	437	160
NEVADA	66	157	45
MOUNTAIN	**6,641**	**15,894**	**4,280**
ALASKA	30	50	25
WASHINGTON	784	1,993	659
OREGON	847	2,148	630
CALIFORNIA	484	811	418
HAWAII	26	28	16
PACIFIC	**2,171**	**5,030**	**1,748**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**199,987**	**279,930**	**126,104**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**199,987**	**279,930**	**126,104**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**199,987**	**279,930**	**126,104**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	105	429	36
MARYLAND	270	1,040	253
DISTRICT OF COLUMBIA			
VIRGINIA	730	2,412	382
WEST VIRGINIA	54	157	44
NORTH CAROLINA	1,387	6,461	298
SOUTH CAROLINA	750	3,676	201
GEORGIA	1,768	8,034	320
FLORIDA	312	1,734	34
SOUTH ATLANTIC	**5,376**	**23,943**	**1,568**
KENTUCKY	936	3,850	378
TENNESSEE	1,620	5,670	539
ALABAMA	1,224	5,246	311
MISSISSIPPI	564	4,434	117
EAST SO. CENTRAL	**4,344**	**19,200**	**1,345**
ARKANSAS	846	4,763	59
LOUISIANA	356	2,881	29
OKLAHOMA	663	3,743	60
TEXAS	2,547	14,402	172
WEST SO. CENTRAL	**4,412**	**25,789**	**320**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO			
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN			
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**14,132**	**68,932**	**3,233**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**14,132**	**68,932**	**3,233**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**14,132**	**68,932**	**3,233**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
			HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	39	274	18	41	
NOVA SCOTIA	504	3,410	237	558	
PRINCE EDWARD ISLAND	215	1,983	367	427	
NEW BRUNSWICK	661	4,765	249	544	
QUEBEC	1,069	3,961	244	742	3,961
ONTARIO	13,494	54,435	10,436	11,183	54,435
MANITOBA	3,554	21,754	2,680	2,246	
SASKATCHEWAN	6,350	40,652	3,633	2,899	
ALBERTA	11,244	42,708	5,350	4,135	
BRITISH COLUMBIA	2,110	8,817	512	929	
NORTHWEST TERRITORIES	10	73	2	1	
YUKON TERRITORY	9	77	2	2	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	39,259	182,909	23,730	23,707	58,396
BRITISH COMMONWEALTH	5	25	3	4	
UNITED STATES	104	121	35	26	
FOREIGN	41	72	19	20	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	39,409	183,127	23,787	23,757	58,396

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND		4	1	2	6	10
NOVA SCOTIA		43	3	2	105	113
PRINCE EDWARD ISLAND		36	2		203	42
NEW BRUNSWICK		34	277	1,334	108	109
QUEBEC		94	43,756	62,496	903	169
ONTARIO		972	552	1,783	36,101	2,265
MANITOBA		11,902	20	8	39	13,986
SASKATCHEWAN		27,615	6	3	28	71,857
ALBERTA		20,970	16	17	50	35,301
BRITISH COLUMBIA		1,562	6	3	13	11,530
NORTHWEST TERRITORIES		10	2	2		72
YUKON TERRITORY		15				107
MISCELLANEOUS						
UNCLASSIFIED				1		
TOTAL CANADA		63,257	44,641	65,651	37,556	135,561
BRITISH COMMONWEALTH						21
UNITED STATES		621	12	7	134	107
FOREIGN		175	58	30	22	22
UNCLASSIFIED						
MILITARY OR CIVILIAN PERSONNEL OVERSEAS						
GRAND TOTAL		64,053	44,711	65,688	37,712	135,711

*Publisher's Statement Not Filed By Press Time.

Audit Bureau
of Circulations

Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/89 SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 6/30/88 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	127,840	2,965	130,805#	130,903	-0.1
JEWISH EXPONENT	51,460	10	51,470	51,271	+0.4
THE JEWISH WEEK	92,475	892	93,367	86,003	+8.6
THE LONG ISLAND CATHOLIC	133,154		133,154#	134,035	-0.7
THE METROWEST JEWISH NEWS	22,598		22,598	23,382	-3.3
NORTHWEST INDIANA CATHOLIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE TABLET	76,639	21,280	97,919#	97,618	+0.3

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